

No.
141
March
'71

MAD

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IN THIS ISSUE:
WE BOMB
CATCH-ALL-22

**FREE THE
NEW YORK**

7

MILLION

**STICK UP
FOR YOUR
BELIEFS!**

**MIDI
SKIRTS
CAUSE
CANCER!**

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STICKERS**

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MAD

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—Alfred E. Neuman

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JACK ALBERT *lawsuits*

GLORIA ORLANDO, CELIA MORELLI, JOAN ZECCA,

CURTIS ANDERSON, RICK SMITH *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

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(A MAD
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SATIRE)

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WITH A SLEDGE HAMMER
IN 15 MINUTES \$1



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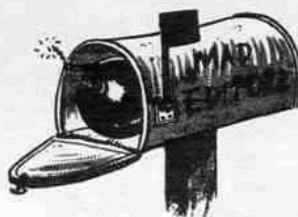
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LETTERS DEPT.



"THE SPIRO OF '76"

Never have I derived such pleasure from a back cover of any magazine as I have from the one on your latest issue. "The Spiro of '76" is a brilliant tribute to your acute skill at political satire.

Carol Hodes
Washington, D.C.

I thought your "Spiro of '76" was an art messterpiece.

Helen Weidenheim
Princeton, Ill.

SILENT MAJORITY MAGAZINE

I was extremely upset by the amount of political material in your December issue, i.e. "Silent Majority Magazine," "The Spiro of '76," etc. This is not like the old MAD I used to know. If you continue this political mongering in the future, I may have to resort to some extremist measures, such as taking out a MAD subscription.

Irvin M. Hass
Indianapolis, Ind.

As one of our nation's "impudent snobs," I found your "Silent Majority Magazine" to be one of the most disgusting, stomach-turning, sarcastic . . . and funniest articles you've ever done.

George Jupin
Lansford, Pa.

Regarding your "Silent Majority Magazine" in issue #139, Diogenes can put out his lamp. America has found a group of honest men. Congratulations for not selling out!

Larry W. Yother
Albany, N.Y.

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act of October 23, 1962; Section 4369, Title 39, United States Code)
1. Date of filing: Oct. 1, 1970 2. Title of Publication: MAD 3. Frequency of issue: Monthly, except Feb., May, August, and Nov. 4. Location of Known Office of Publication: 485 Madison Avenue NYC 10022 5. Location of the Headquarters or General Business Offices of the Publishers: 485 Madison Avenue NYC 10022 6. Names and Addresses of Publisher, Editor, and Managing Editor: Publisher: William M. Gaines—485 Madison Ave., NYC 10022; Editor: Albert B. Feldstein—485 Madison Ave., NYC 10022; Managing Editor: None. 7. Owner (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock.) E. C. Publications, Inc.—485 Madison Avenue NYC 10022 wholly owned by Kinney National Service, Inc., a publicly-held corporation—10 Rockefeller Plaza NYC 10020. 8. Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities: None.

TWO HIGH SCHOOL GENERATIONS

Articles like "A MAD Look at Two High School Generations" and "Silent Majority Magazine" reach comic proportions of pitch-black intensity. Thank you for the ballsiest and funniest issue of MAD Magazine yet!

Bud Cornelio
Lenox, Mass.

"A MAD Look at Two High School Generations" was high-sterical!

Terri Schneider
Flushing, N.Y.

THE REVOLUTIONARY MOVEMENT

Dave Berg really was "right on" with his article, "The Lighter Side of the Revolutionary Movement"! He told it like it is . . . on both sides of the crummy "generation gap"! Keep up the great work!

Sharon E. Hurlburt
Cromwell, Conn.

We've been reading your magazine for years and have found its humor and social comment very enjoyable. But we were extremely disillusioned with your satire on "The Revolutionary Movement" in issue #139. How could you be so insensitive to the problems that face the young people of this country? It is not fair to condemn the entire "movement" because of a small minority of phonies. The majority of us are sincere in our convictions. You guys must be "over 30"!

Ronnie Swidler
New York City

What are you trying to do—ruin your reputation for rotten attempts at satire? "The Lighter Side of the Revolutionary Movement" really told it like it is. And it was funny, too!

Ric Gagliardi
Las Vegas, Nev.

BEHIND THE SCENES AT AN AD AGENCY

"A MAD Peek Behind the Scenes At An Ad Agency" was a superb comment on Madison Avenue, where the law of the jungle prevails.

William H. Lederle, Jr.
Newfoundland, N.J.

10.

EXTENT AND NATURE OF CIRCULATION	AVERAGE NO. COPIES EACH ISSUE DURING PRECEDING 12 MONTHS	ACTUAL NUMBER OF COPIES OF SINGLE ISSUE PUBLISHED NEAREST TO FILING DATE
A. TOTAL NO. COPIES PRINTED	2,505,253	2,821,636
B. PAID CIRCULATION		
1. SALES THROUGH DEALERS & CARRIERS, STREET VENDORS & COUNTER SALES	1,761,031	2,041,329
2. MAIL SUBSCRIPTIONS	103,412	100,011
C. TOTAL PAID CIRCULATION	1,864,443	2,141,340
D. FREE DISTRIBUTION	52	50
E. TOTAL DISTRIBUTION	1,864,495	2,141,390
F. OFFICE USE, LEFT-OVER, UNACCOUNTED, SPOILED AFTER PRINTING	640,758	680,246
G. TOTAL	2,505,253	2,821,636

I certify that the statements made by me above are correct and complete.

William M. Gaines, Publisher

MAD MAN MAKES TIME

I rejoice to see Mort Drucker join *Time Magazine's* "Hall of Fame of Great Cover Artists"! His "Battle for the Senate" cover was another fine example of his genius (Oct. 26th issue).

AIRPLOT

I thought your satire of the movie, "Airport"—mainly, "Airplot"—was one of the best satires you've ever run! But then again, aren't they ALL?!

Barry Norwood
Mesquite, Texas

TOKENISM

After reading your "Tokenism of the Future", I began to wonder if perhaps there is a token "sane" person on the MAD staff.

Richard Cornish
Pearl River, N.Y.

Your article, "Tokenism of the Future", was quite revealing but unfortunately incomplete. Just the other day, I passed a newsstand and saw MAD in with the other excellent magazines. Now, THAT'S what I call "Tokenism"!

L. Benne
Montreal, Quebec

POLITICAL SMEAR SPEECH

All of issue #139 was excellent, but the best article of all was "MAD's Non-Slandrous Political Smear Speech", which was very clever, very funny and very sad. It pointed up the ridiculousness of the say-nothing speeches that are so successful in getting vicious and ego-centric politicians elected while, at the same time, mirroring the tragic inability of the American people to distinguish between nonsense and meaning. A most valuable lesson.

Jan Bernstein
Los Angeles, Calif.

MAD'S EQUAL COVERAGE

The December issue of MAD (#139) was the most enjoyable I have ever read. I particularly appreciated the equal coverage you gave to the humorous aspects of both sides of the political spectrum. Readers of "The National Review" AND "The New Republic" will find your magazine equally palatable.

Dana Gumb
McLean, Va.

TAKING SIDES

Congratulations on finally taking a stand in issue #139! You guys certainly let the public know which side you're on in our nation's affairs! You hate EVERYONE!

Richard Francisco
Boulder, Colo.

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Yep, these ads offering our full-color portraits of Alfred E. Neuman, MAD's "What-Me-Worry?" kid—suitable for framing or training puppies—will keep going right on, and on, and on! Unless we sell out our supply! So if you want peace . . . peace of mind, that is . . . help end this war of nerves NOW! Mail 25c for 1, 50c for 3, \$1.00 for 9, \$2.00 for 27 or \$4.00 for 81 to: MAD, 485 MADison Avenue, New York, New York 10022



WAR IS HELLER DEPT.

You loved the book, right? So you should fall over in ecstasy at the movie, right? Not so fast, speed-readers! Something happened, and no one is quite sure what it was. Let's just say that this one movie could single-handedly revive the lost art of reading. On the other hand, this MAD satire of the movie could very well kill it again. In any case, here is our version of—

CA

Mumble mumble,
mumble mumble mumble
mumble mumble
mumble... mumble
mumble mumble
mumble!

Mumble mumble
mumble mumble
mumble mumble
mumble
mumble mumble
mumble mumble!

Why are we
talking
with these
B-25's
taking off?!
Nobody can
HEAR us!

Exactly! If
they COULD
hear us,
they'd know
this is the
END of the
picture!

But it's NOT
the end! It's
the BEGINNING
of the picture!

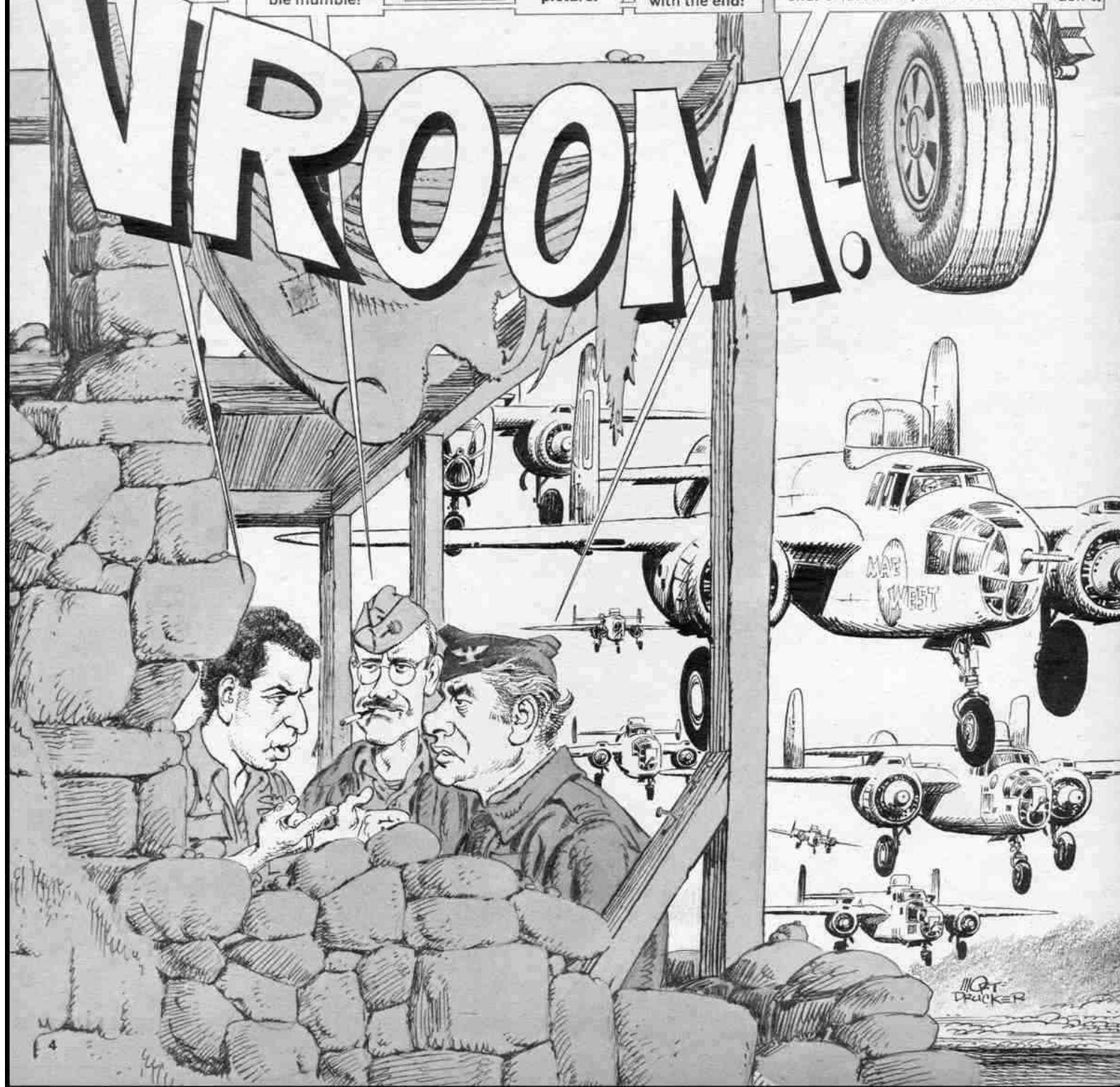
Except that this
picture begins
with the end!

That's so people who know the
beginning will think it's all
over! And people who don't know
the end will never know it IS
the end until they see the real
beginning all over again at the
end! Understand, Shmoessarian?

I
think
so!

That
means
you
don't!

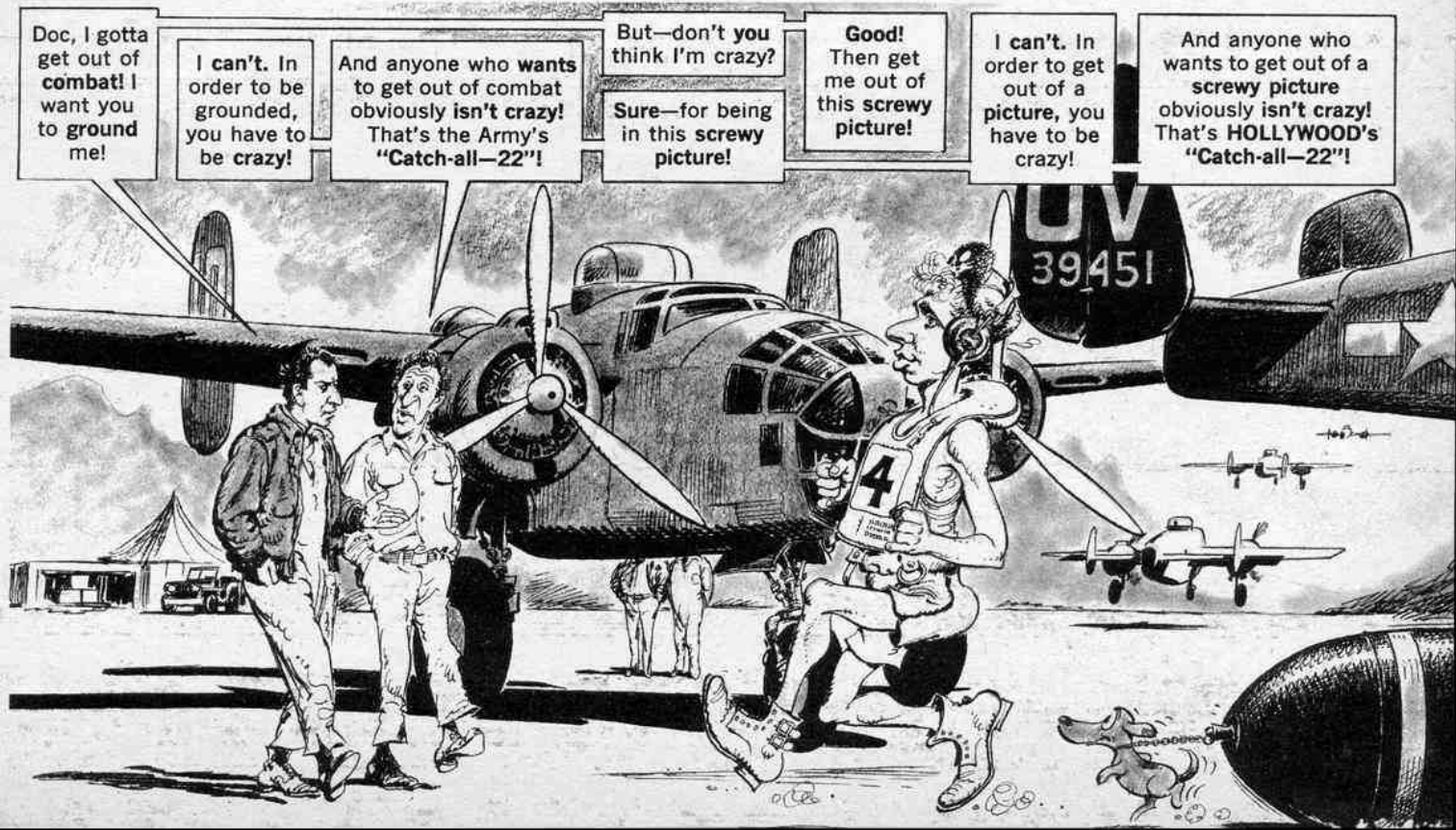
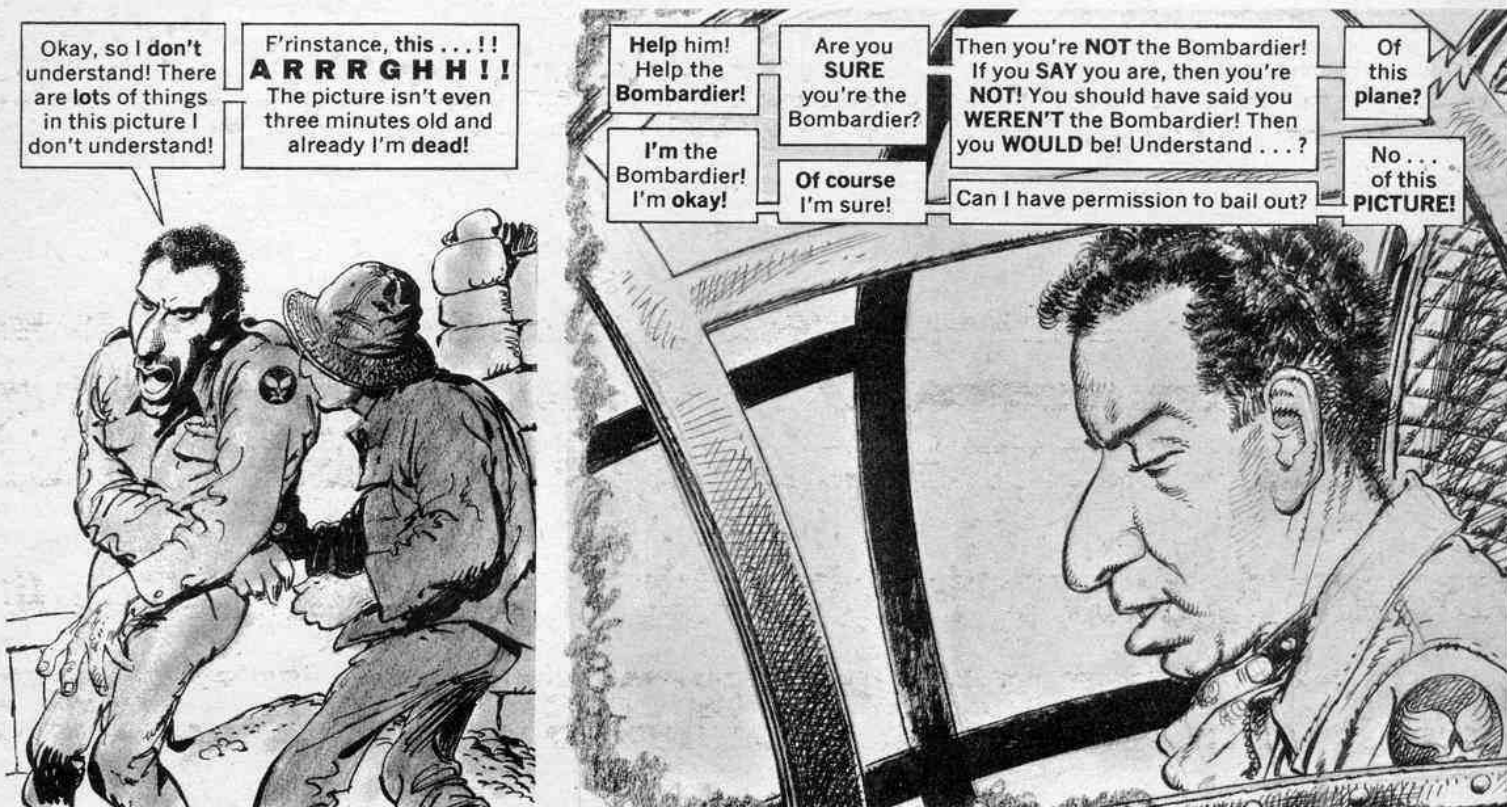
VROOOM!



CATCH-ALL-22

ARTIST: MORT DRUCKER

WRITER: STAN HART



Hi, there, pilots!
This is Major Dandy!
You **WILL** be careful
with your planes on
today's mission...
won't you? They cost
\$2 million to rent!

After all, it's
not easy to find
thirty B-25's
that can still
fly twenty-five
years after
World War III!

How
come
his face
never
moves
when he
talks?

His real-life WIFE
is in this picture!

What's **THAT** got
to do with it?

She's a ventriloquist!



I GOTTA
GET OUT
OF HERE!
I'M SICK!
I'M SICK
TO MY
STOMACH!

What's the matter,
Shmoessarian? You
sick from having
to drop bombs on
innocent women
and children?

No, I'm
sick from
having to
smell that
disgusting
pipe of
yours!



Except for one little thing, I
have it all figured out! I swap
the parachutes for a warehouse
full of Malomars! Then, I swap
the Malomars for ten carloads
of loose-leaf reinforcements!
Then... I swap **THEM**!

What
do
you
swap
them
for?

I swap
them for
parachutes!

What's the
point of
all that?

That's
the one
little
thing I
haven't
figured
out yet!



That crazy Wily
Wheelerdealer sold
my parachute! Well—
I don't care! I'm
STILL gonna jump!

No, Shmoessarian!
You can't jump
without a parachute!
You'll be **KILLED**!

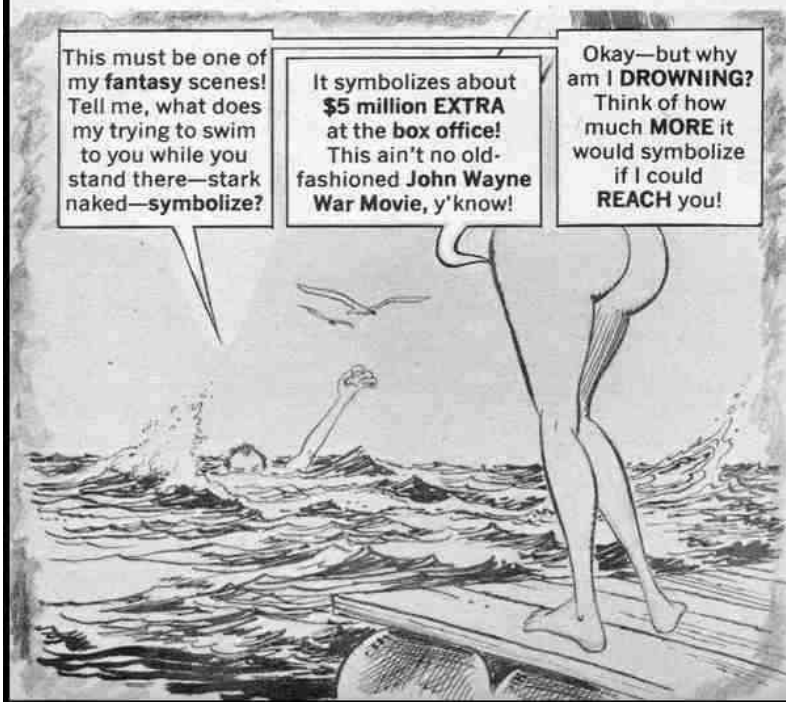
If it gets me
out of this
screwy picture,
death can't be
ALL bad!



This must be one of
my **fantasy** scenes!
Tell me, what does
my trying to swim
to you while you
stand there—stark
naked—symbolize?

It symbolizes about
\$5 million EXTRA
at the box office!
This ain't no old-
fashioned **John Wayne**
War Movie, y'know!

Okay—but why
am I **DROWNING**?
Think of how
much **MORE** it
would symbolize
if I could
REACH you!

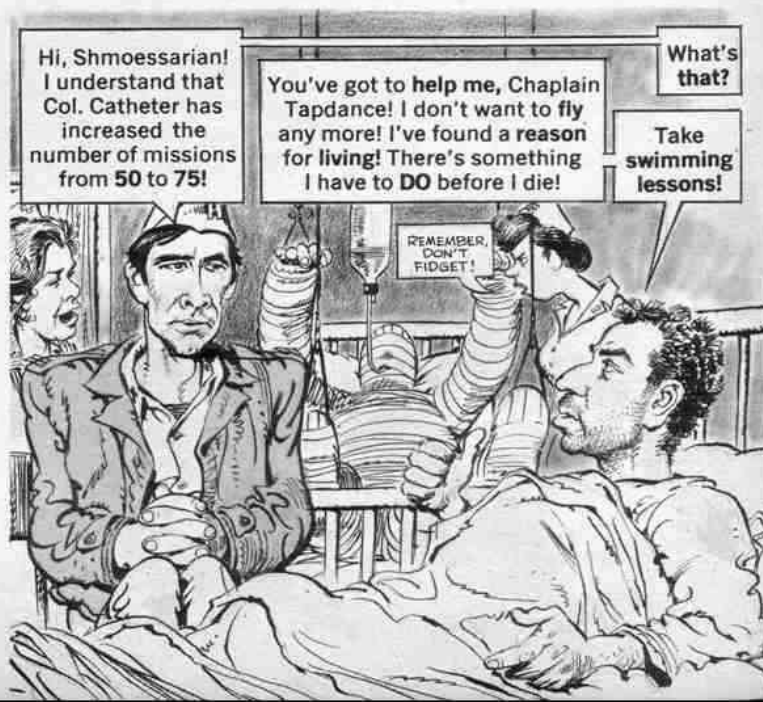


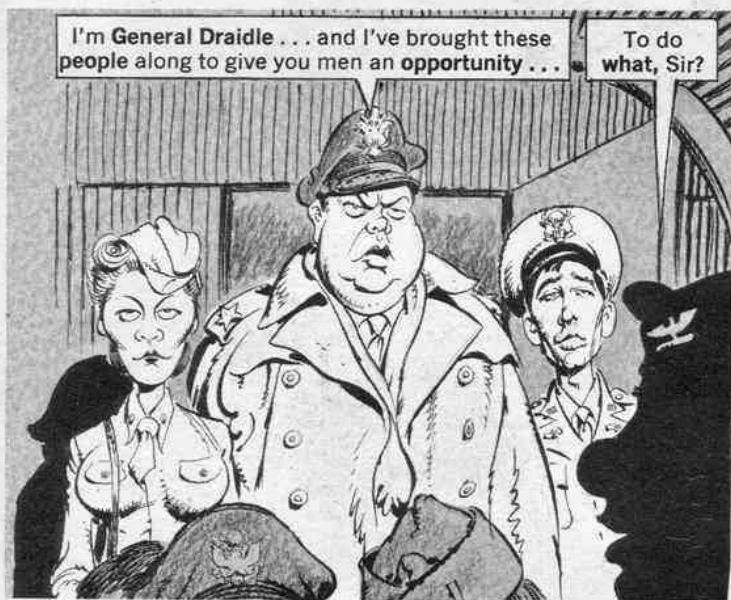
Hi, Shmoessarian!
I understand that
Col. Catheter has
increased the
number of missions
from **50** to **75**!

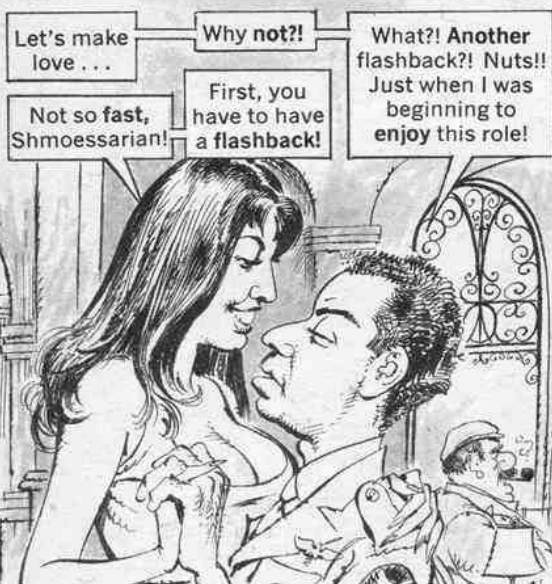
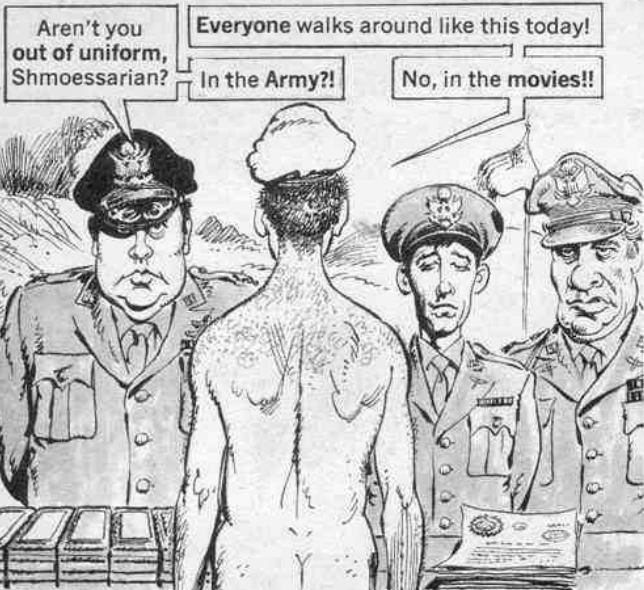
You've got to **help** me, Chaplain
Tapdance! I don't want to fly
any more! I've found a **reason**
for **living**! There's something
I have to **DO** before I die!

What's
that?

Take
swimming
lessons!







Just pretend
you're their
dying son,
Shmoessarian!

The audience won't know! If they
don't think it's funny, then they'll
think it was supposed to be funny!
And if they think it IS funny!
they'll never know it wasn't funny!

And this is
supposed to be
funny?!!

You
mean ...

Right! That's NICHOLS'
"Catch-all-22"!

How come a very
minor character
like you seems
to be in almost
every scene?

I wrote the
screenplay!
I made sure
that I was!

Boy, that's chutzpah!

Say one more nasty
thing, and I'll LET
him shoot you!

The script is
better than
the book! Much
better! I love
it! LOVE IT!!



All right,
planes! Be
careful not
to hit our
warehouses!
Just men and
hospitals!

Wily! You're
INSANE!!

It's strictly a
commercial
arrangement,
Shmoessarian!

I made a deal to
get rid of those
parachutes we've
been stuck with!
I swapped them
for some bombs!

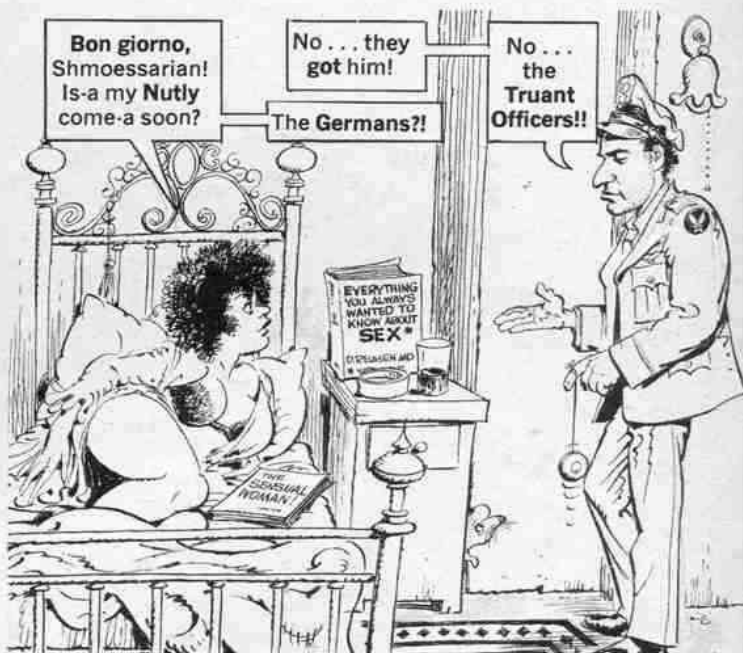
Okay, but
did you
have to
arrange to
have them
DELIVERED?!

Bon giorno,
Shmoessarian!
Is-a my Nutly
come-a soon?

No ... they
got him!

The Germans?!

No ...
the
Truant
Officers!!



Hey!

Hey, this is terrific!

Whoopie!
I finally
got out
of that
screwy
picture!

What
makes
you
think
so?

Don't you see all
those disgusting,
sordid things going
on in these Rome
streets? I'm in a
FELLINI movie!



See? We finally came back to the beginning of the picture at the end of the picture!

And now we can let the audience hear what we were saying when they couldn't hear what we were saying back then!

Great! Will it help them to understand the picture any better?

You kidding?! It won't even help YOU to understand the picture any better!

You don't have to fly anymore, Shmoessarian! We're sending you home!

You mean ... I'm getting OUT?!

I think so ...!

Isn't that what he just said?

Well, you're NOT!

Somehow, the logic of this entire picture escapes me! And that includes this ... **ARRRGH!** ... knifing scene!

Hey! YOU'RE Nutly's Italian girl ... dressed up in fatigues! How come YOU'RE killing me?

YOU dunno ...?! 'At's-a too bad! I was-a hoping you would-a hexplain it to ME!!

Help him! Help the Bombardier!

Then help HIM!!

Help HIM! Help the Director!

He doesn't understand the movie!

He didn't understand the book, either! **NOBODY** understood the book!

I'M the Bombardier! I'm okay!

Who? Help WHO?

What seems to be his problem?

Tell him to read the book!

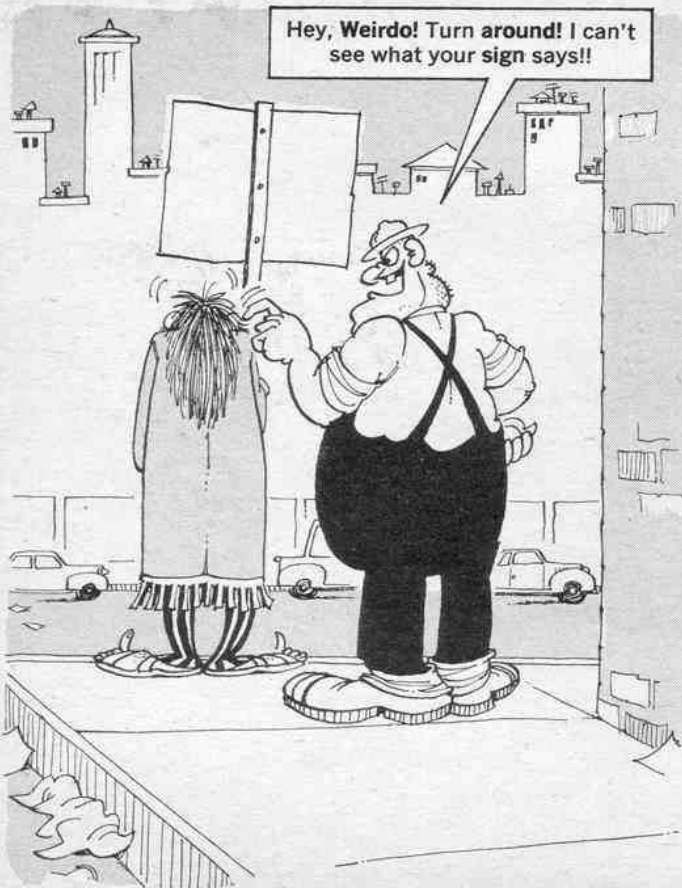
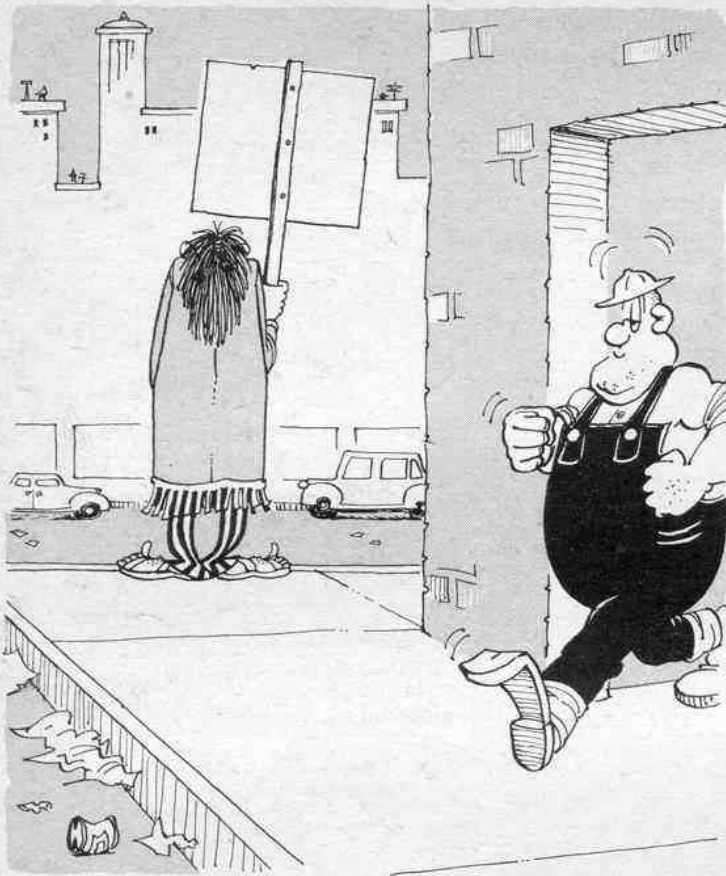
What happens now? I don't DIE, do I?

It's very possible!

But—but in the book, the doctors **SAVED** me!!

That may be! But in the movies, the doctors killed you! Mainly, **WE** did this "Insane War Picture" bit **FIRST** ... and **BETTER**!!

ON A STREETCORNER DOWNTOWN



O. MARTIN



HAVING TROUBLE WITH YOUR PARENTS? MAYBE YOU CAN WIN YOUR

MAD CLIPPINGS TO

President Recommends Higher Allowances For Young People

Higher allowances for young people was recommended as a partial solution to one of the biggest problems besetting our nation today.

"Higher allowances are necessary and vital, and should be given to our young people whether parents can afford them or not!", the President of the National Association of Recording Companies, stated today.

"After all, kids buy 90% of all the records manufactured," he went on, "so it stands to reason that if they have more money to spend, they'll buy more records. And if they buy more records, we might recover from this terrible business slump that has hit the Recording Industry as well as practically every other industry in America!"

DATES FOR PRE-TEEN GIRLS URGED BY PROMINENT SCIENTIST

NEW YORK, N.Y., Apr. 7—Dr. Sidney J. Sternwallow, Director of Physiology of the New York Pre-Pubescent Institute, today recommended that Mothers urge their pre-teen girls to have dates.

"Dates are extremely beneficial to a pre-teen girl's feeling of well-being," stated Dr. Sternwallow in a speech before the National Association of Pre-

Pubescent Nutritionists.

"Figs, prunes and dried apricots are also very good," he went on to say. "You can't beat their natural laxative effect!"

Scientist Proves Long, Unkempt Hair Beneficial To Health

Professor Henry L. Cranston, of the University of Southern North Carolina, spoke out today in support of long hair.

In an address before the staid Alumni Association of U.S.N.C., Prof. Cranston claimed that he possesses indisputable proof that life is actually prolonged by long, straggly hair.

The Professor based his claim on his forty-year study of the Long-Haired Alaskan Musk Ox, an animal native to the Northern-most Polar Zones.

"Just suppose the Musk Ox had short hair," Prof. Cranston suggested. "The poor things would freeze to death!"

Teenagers Who Have Their Own Telephones Suffer From Less Hang-Ups

"If you want your child to have less hang-ups, get him his own phone!" states a survey report released today.

The report noted that teenagers who have their own telephones suffer from far less hang-ups than teenagers who share their phones with others.

The survey, conducted recently by the Bell System, showed that teenagers who have their own telephones talk for long periods of time, uninterrupted, while those who share phones with their families are forced to hang up much more often.

NOTED EDUCATOR CLAIMS THAT HIGHEST MARKS IN SCHOOL ARE MOST OFTEN PRODUCED BY LEAST INTELLIGENT PUPILS

EAST FLEEGLER, Mo., March 5—Students who make high marks in school were criticized today, while low mark students were praised by East Fleepler High School Principal, Harvey Streech.

"Some of our most brilliant and intellectually superior students are low markers," stated Mr. Streech, "while high marks most often indicate a student of base mentality, if not total stupidity!"

Principal Streech's remarks were made following the High School's annual Spring cleanup of wall defacements and obscenity scrawls.

"It's pretty obvious that the more intelligent students are empathetic to our clean-up problem,

and make their marks relatively low, where it is easy for the school custodian to wash them off. But the high marks, often the most vile and obscene, can't even be reached by ladder. It's a mystery to me how those morons can deface a ceiling!"



ARGUMENT BY CONVINCING THEM YOU'RE RIGHT WITH ONE OF THESE LEAVE LYING AROUND

WRITER: ALPHONSE NORMANDIA

HOMework CAUSES BRAIN DAMAGE

In another of a rapidly growing series of incidents, which may well indicate a serious trend, a student's brain was irreparably damaged as a result of homework.

"There is no doubt that the student's extremely heavy work-study load was directly responsible for the brain damage," stated Dean Roger Hornsby of the University of Biloxi Medical School, "and we are going to have to severely limit the use of homework to meet that load."

However, it is quite possible that the damage to the brain could have been avoided!"

John J. Fazool, a Pre-Med student at the University, had brought home a calf's brain he had been dissecting in Comparative Mammalia Lab. Class. Mrs. Emilio

Fazool, his mother, mistakenly cooked the brain and served it to the Fazool family for dinner.

"It was a little tough," said Mrs. Fazool, "but I covered it with a creamed garlic gravy and smothered it with capers and anchovies and it was simply delicious!"

2-Hour School Day Urged by Educators

Leading Educators, in a special meeting here today, expressed concern over long, and for the most part, useless hours spent in school by students.

"It's really ridiculous," said one teacher. "The attention span of all students is normally limited. After an hour or so, it's no use trying to teach them anything!"

The teachers signed a resolution recommending a 2-hour school day, including a half-hour lunch break, be adopted as sufficient for effective learning.

At the conclusion of the meeting, the group returned to their teaching assignments at the Gladstone Obedience Training School For Dogs.

After-School Chores Seen As Damaging

"Assigning after-school chores to a boy or girl instead of allowing the child to play may result in irreparable damage!" stated Dr. Hugo Youngfroyd, the noted Child Psychologist.

"But the damage to grass, windows, dishes, etc. caused by the child's unconscious resentment of having to meet mature responsibilities is little price to pay for the character building that results."

"If you can afford the cost of replacing a dish broken while washing, or a window smashed while cleaning, or a lawn torn up by cutting, or a car destroyed while polishing, make the little stinkers work," concluded Dr. Youngfroyd.

CONTINUED SHOWERS AND BATHS EXTREMELY HAZARDOUS TO HEALTH

Dr. Etoin Shrdlu, prominent Psycho-Physicist, reported today that "the continued taking of showers and baths can be extremely hazardous to health!"

In a speech before the American Psycho-Physical Society, Dr. Shrdlu also claimed that the life expectancy of a regular showerer or bather will be considerably shortened if the practice were to be continued.

"Indeed, severe bodily damage is almost a certainty," he stated flatly, "and death is a distinct possibility!"

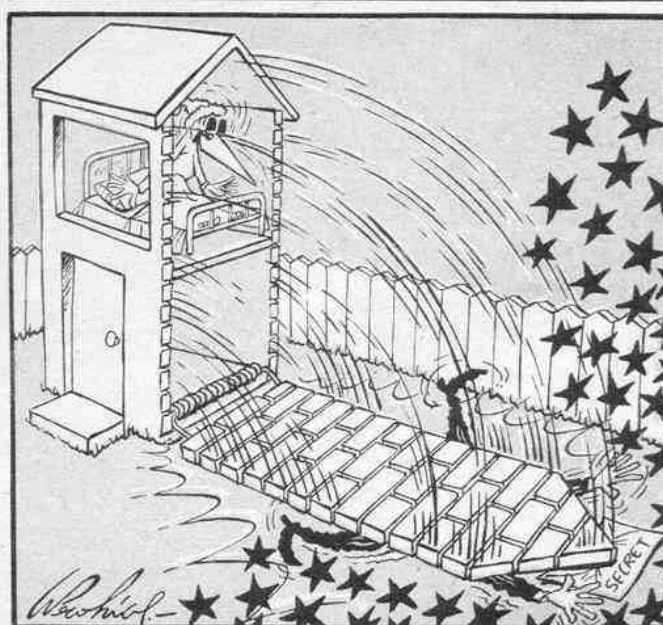
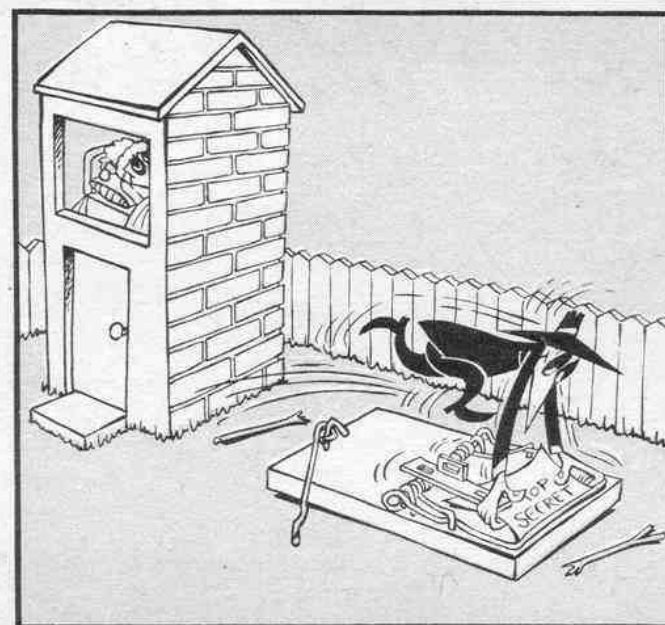
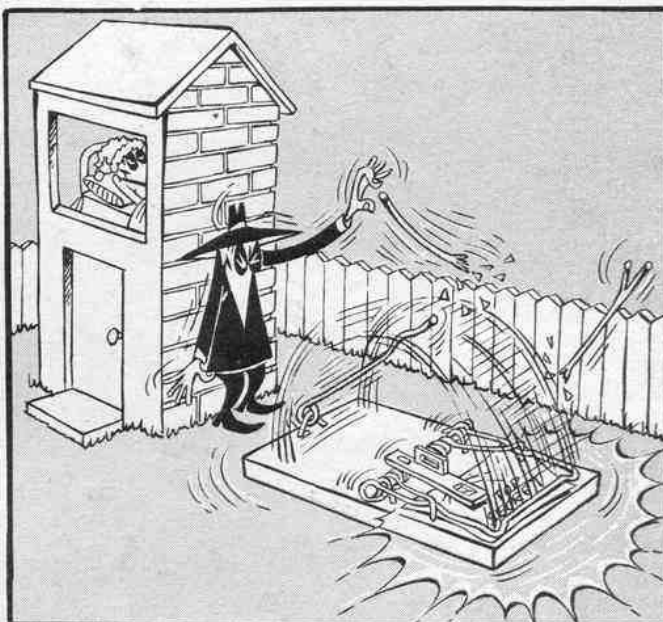
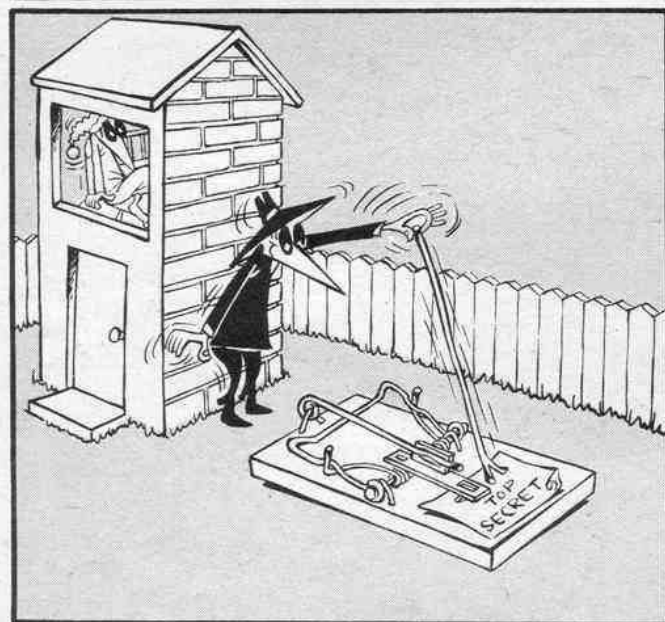
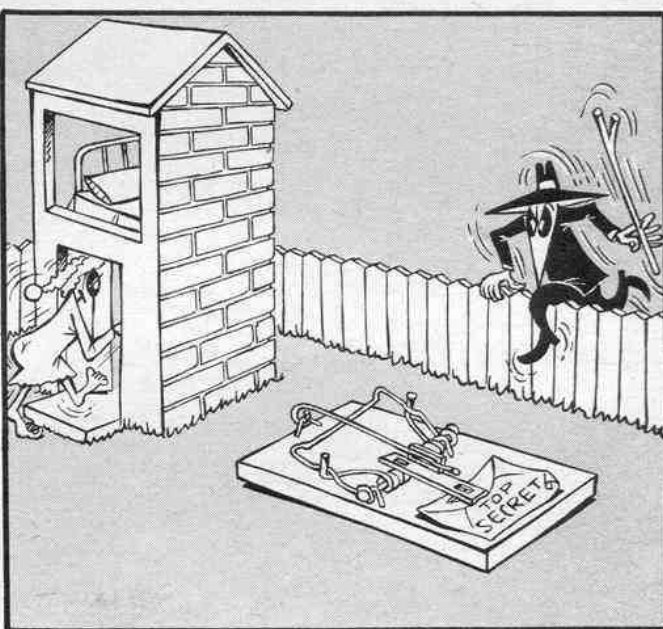
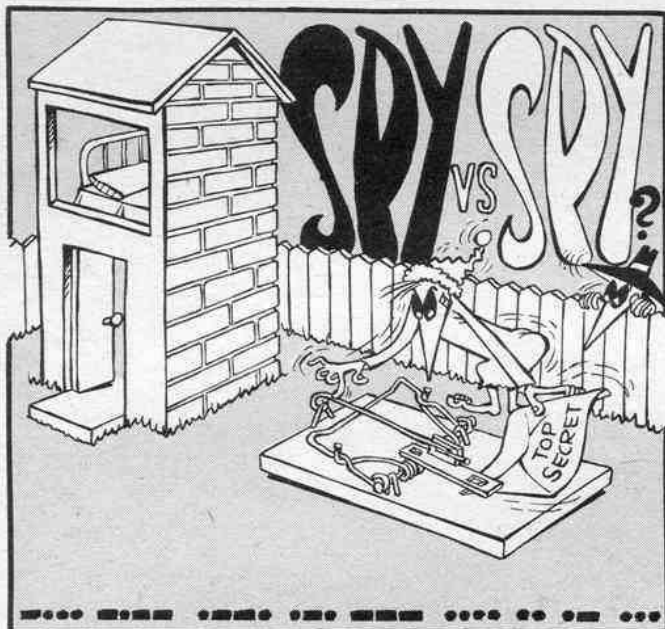
Dr. Shrdlu, who is connected with NASA's "Office of Space Medicine," went on to say that "any Astronaut who insisted upon taking a shower or a bath while exploring the surface of the Moon would have to remove his pressurized space suit. Not only would this be extremely hazardous, but it would also tend to make him look a little ridiculous on television!"

ADULTS OVER 25 ARE LABELED AS 'UNSAFE DRIVERS'

"Sixty-seven percent of all men and women over 25 driving an automobile on the road today are unsafe drivers!", claimed Professor Chester Fiduciary in a speech before the National Insurance Underwriters Assn. today.

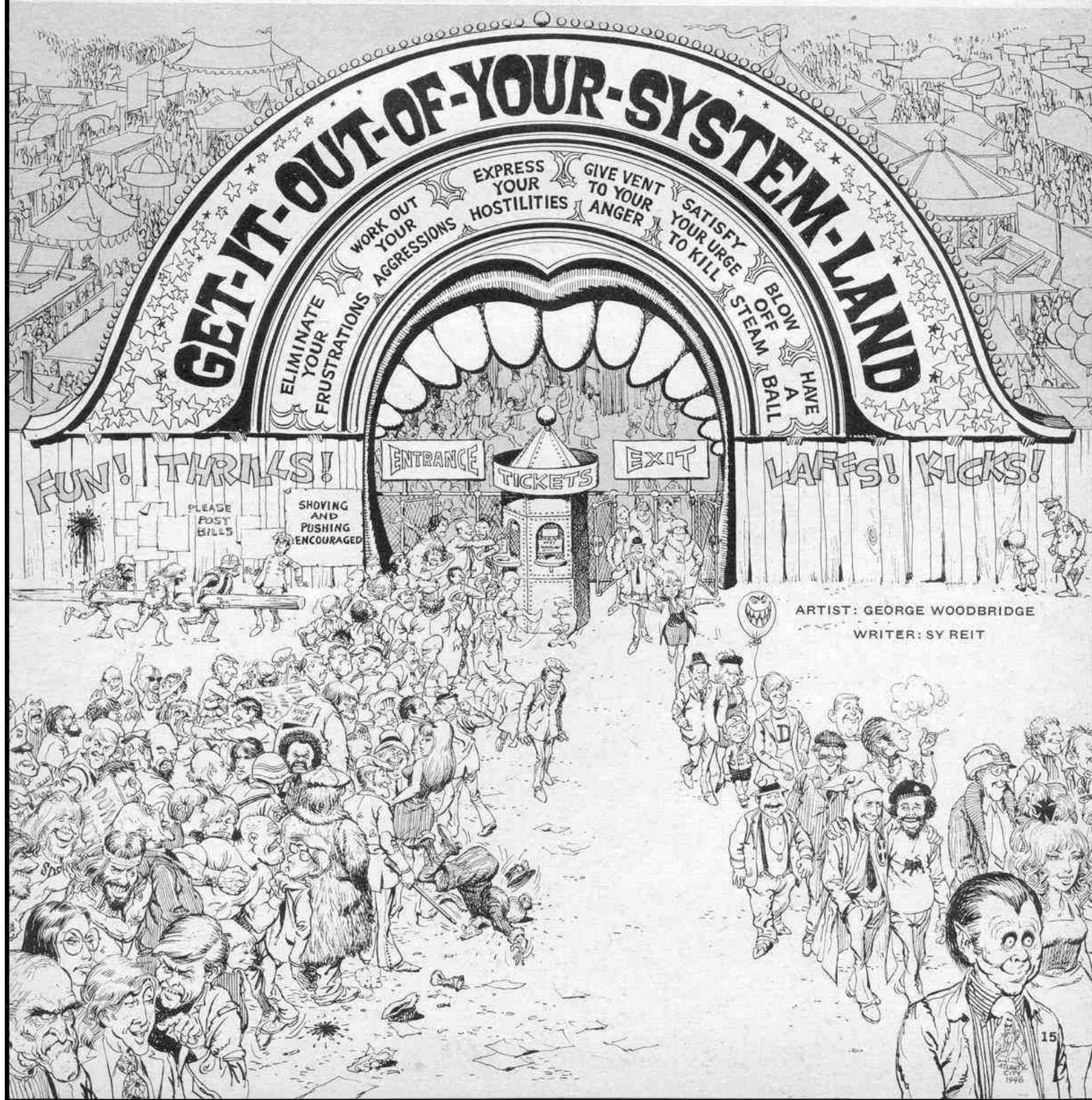
"The reason" stated Professor Fiduciary, "that such a high percentage of adults over 25 are unsafe drivers is because

that's how many are going to be smashed into by drivers who are under 25!



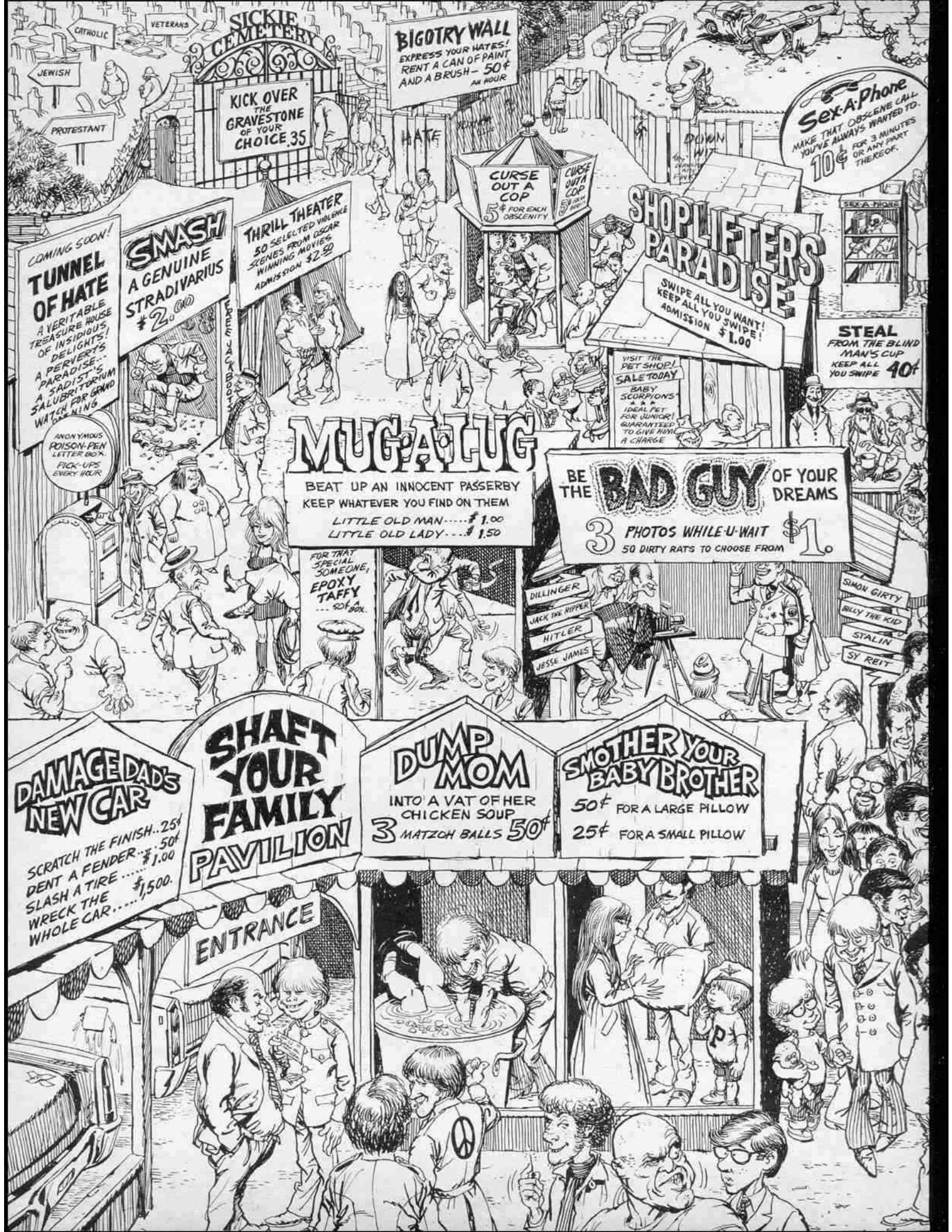
ABUSEMENT PARK DEPT.

Go to your local newsstand, pick up a newspaper, and what's the first thing that hits you in the eye? The newsdealer, dummy—because you didn't pay for the paper! But the *next* thing will be all those scary headlines about "law and order" and "crime in the streets"! Incidentally, we can't figure out *why* there's so much fuss about "crime in the streets"! Isn't that where it *belongs*? Where *should* we have crime, for Pete's sake—*inside our houses*? Anyway, violence in America is becoming a serious problem. Everyone agrees that something must be done to curb all the crime, rioting, and other forms of mayhem. But we here at MAD think that the Establishment is going about it *all wrong*. Instead of trying to *suppress* violence, the powers that be ought to find a nice safe *outlet* for it. Let's face it, people *need* ways to express their anti-social urges. And everyone *has* these secret urges. So why not channel them harmlessly by setting up a special area where folks can get *rid* of these terrible impulses and natural aggressions in *completely safe and acceptable* ways? How would this work? Well, why not join us as MAD escorts you through uninhibited, satisfying



ARTIST: GEORGE WOODBRIDGE

WRITER: SY REIT



CATHOLIC
JEWISH
PROTESTANT
VETERANS

SICKIE CEMETERY
KICK OVER THE GRAVESTONE OF YOUR CHOICE 35

BIGOTRY WALL
EXPRESS YOUR HATES!
RENT A CAN OF PAINT AND A BRUSH - 50¢ AN HOUR

Sex-A-Phone
MAKE THAT OBSCENE CALL YOU'VE ALWAYS WANTED TO.
10¢ FOR 3 MINUTES OR ANY PART THEREOF.

COMING SOON!
TUNNEL OF HATE
A VERITABLE TREASURE HOUSE OF INSIDIOUS DELIGHTS! A PARADISE... A SADIST'S SALUBRITARIUM WATCH FOR GRAND PICK-UPS EVERY HOUR

SMASH A GENUINE STRADIVARIUS
\$2.00

THRILL THEATER
50 SELECTED VIOLENCE SCENES FROM OSCAR WINNING MOVIES
ADMISS \$2.50

CURSE OUT A COP
5¢ FOR EACH OBSCENITY

SHOPLIFTERS PARADISE
SWIPE ALL YOU WANT! KEEP ALL YOU SWIPE! ADMISSION \$1.00

SEX-A-PHONE

STEAL FROM THE BLIND MAN'S CUP
KEEP ALL YOU SWIPE 40¢

MUG-A-LUG
BEAT UP AN INNOCENT PASSERBY
KEEP WHATEVER YOU FIND ON THEM
LITTLE OLD MAN.....\$1.00
LITTLE OLD LADY.....\$1.50

BE THE **BAD GUY** OF YOUR DREAMS
3 PHOTOS WHILE-U-WAIT \$1.
50 DIRTY RATS TO CHOOSE FROM

FOR THAT SPECIAL SOMEONE,
EPOXY TAFFY
...50¢/BOX

DILLINGER
JACK THE RIPPER
HITLER
JESSE JAMES

SIMON GIRT
BILLY THE KID
STALIN
SY REIT

DAMAGE DAD'S NEW CAR
SCRATCH THE FINISH...25¢
DENT A FENDER...50¢
SLASH A TIRE...\$1.00
WRECK THE WHOLE CAR...\$1,500.

SHAFT YOUR FAMILY PAVILION

DUMP MOM
INTO A VAT OF HER CHICKEN SOUP
3 MATZOH BALLS 50¢

SMOTHER YOUR BABY BROTHER
50¢ FOR A LARGE PILLOW
25¢ FOR A SMALL PILLOW

ENTRANCE



DEN OF DEPRAVITY

PULL WINGS OFF HELPLESS FLIES
LARGE 25¢ SMALL 15¢

AUTOMANIA ENTRANCE

AUTOMANIA

PASS STOP SIGNS GO THRU RED LIGHTS EXCEED SPEED LIMITS CAUSE FATAL ACCIDENTS
RENT A CAR AND GO WILD! \$4.00 PER HOUR

SMOKERS SATISFACTION
LIGHT UP AND PUFF AWAY IN A NO SMOKING AREA

LOOTERS LANE

SMASH STORE WINDOWS ALL YOU CAN CARRY AND HELP YOURSELF AWAY FOR \$5.00

UNLOAD THAT URGE
3 BELTS FOR 50¢

TELL 'EM OFF!

HERE'S YOUR CHANCE TO BACK-TALK THE PEOPLE WHO BUG YOU EVERY DAY
10 MINUTES 50 CENTS

LANDLORD HUSBAND BOSS WIFE
TEACHER

MUDDY SHOE CAROUSEL

TRAMP AROUND OUR SNOW-WHITE RUG WITH FILTHY, MUD-CAKED, RENTED SHOES!
CONVENTIONAL SHOES..60¢ COMBAT BOOTS..\$1.00

Vandals CHINA SHOP

ALL YOU CAN DESTROY WITH A SLEDGE HAMMER IN 15 MINUTES \$1

MA DEFACE A MASTERPIECE

YOUR CHOICE OF CRAYONS, PAINT OR SWITCHBLADE

PRICE SCALE REMBRANDT'S....75¢ PICASSOS.....35¢
VAN GOGHS.....50¢ DON MARTINS... WE PAY YOU.

PLAY BIG BULLY!

HIT SOMEBODY MUCH SMALLER THAN YOU

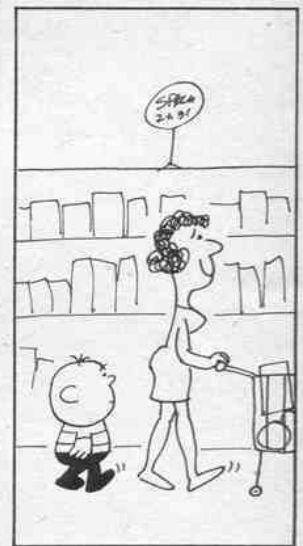
ALL YOU CAN BEAT \$1

SOUVENIR CANES \$2
HAVE FUN WITH GRAPES...WHEN THE SPECIAL SPRING-HINGE GOES TO WORK... GUARANTEED TO BREAK THE OLD BOY UP!

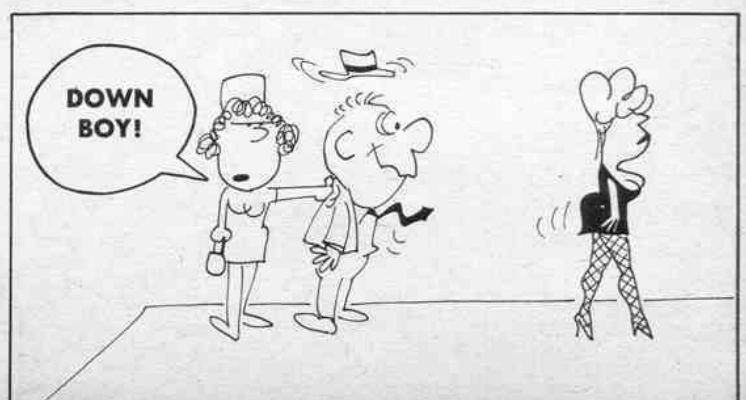
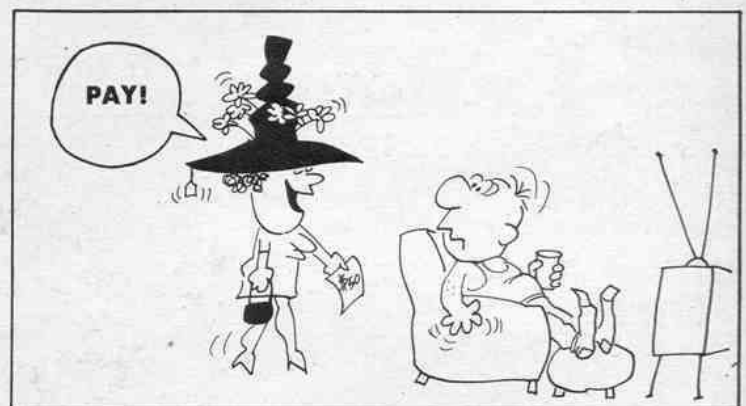
A MAD LOOK AT... OBEDIENCE TRA

Since an unruly dog can be a pest, and a well-trained dog can be a wonderful companion, the "Obedience School For Dogs" has become very popular lately. However, the same can be said for kids! Since an unruly child can be a pest, and a well-trained child can be a joy...

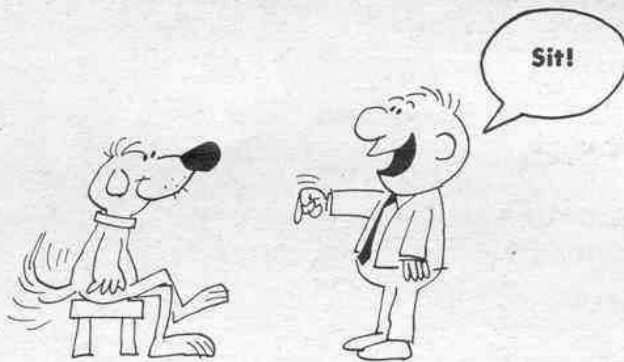
WHY NOT "OBEDIENCE SCHO



AND WHY NOT "OBEDIENCE SCHOOLS FOR HUSBANDS"?



INING

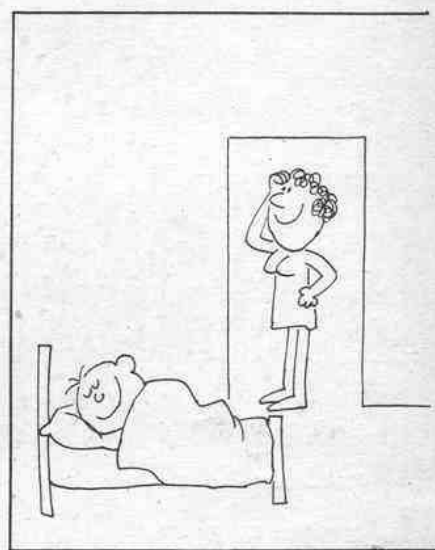
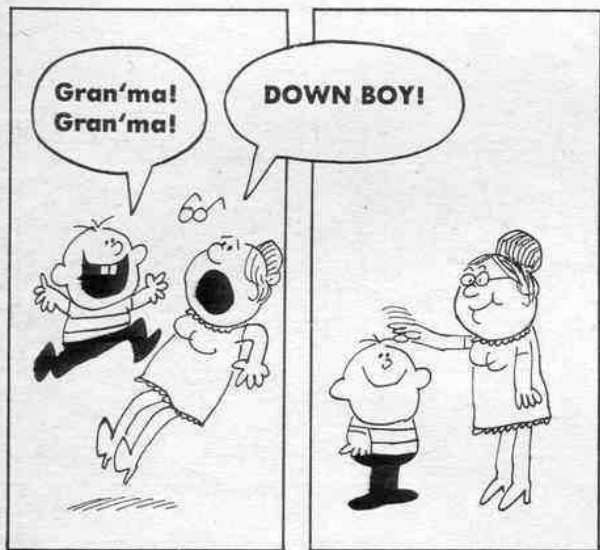


ARTIST & WRITER: DEAN NORMAN

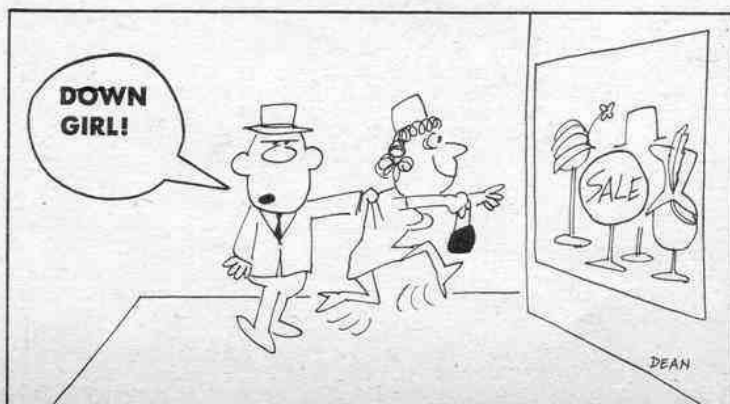
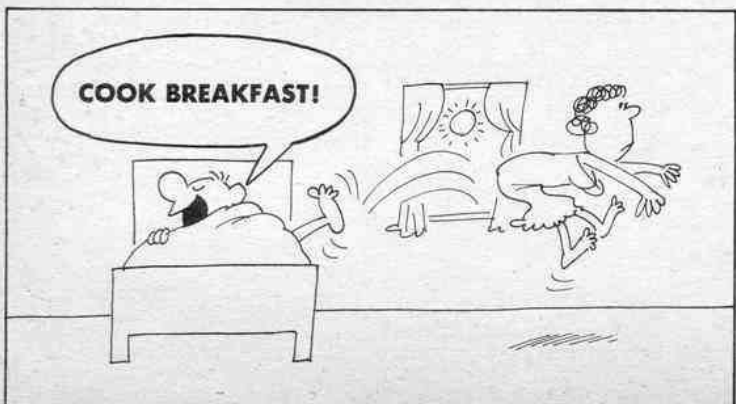
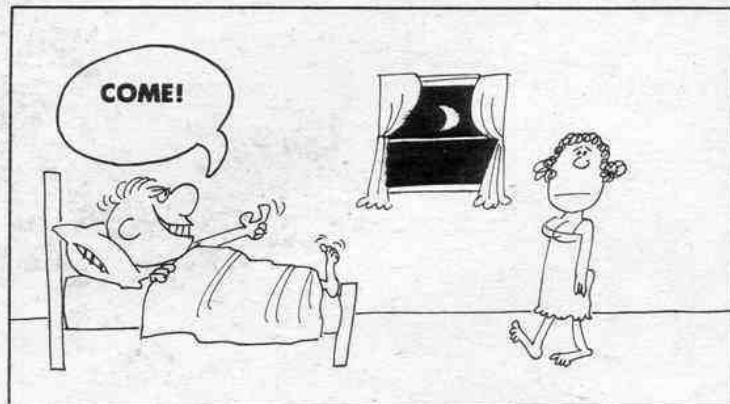
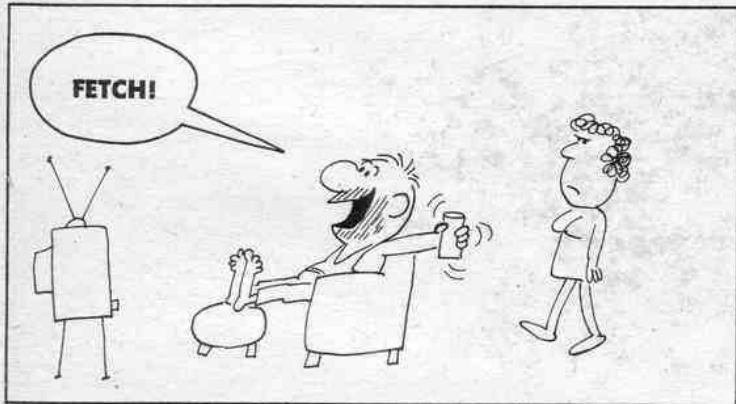


OLS FOR KIDS"?

Wouldn't it be great if we could train kids to obey a few simple commands, such as . . .



AND WHY NOT "OBEDIENCE SCHOOLS FOR WIVES"?!?



DEAN

19

PARADE UNREST DEPT.

Today everybody seems to be a militant or a protester or some kind of non-conformist. Student radicals, hard-hat construction workers, women's lib fanatics, homosexuals—you name it; they're making themselves heard. MAD, of course, is glad to see all this. Not only does it give these people something to do, it provides us with an excuse to present these

**MARCHING
SONGS
FOR
CRUSADERS,
MILITANTS
AND
ASSORTED,
SUNDRY
NON-
CONFORMISTS**



ARTIST: JACK DAVIS WRITER: FRANK JACOBS

**THE COLLEGE STUDENTS'
HOMECOMING MARCH**

(Sung to the tune of
"When Johnny Comes
Marching Home")



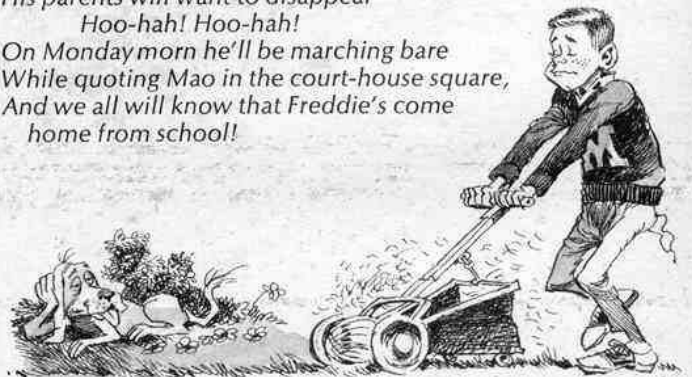
When Johnny comes home from school this year—
Hoo-hah! Hoo-hah!
The neighbors will know that he is here—
Hoo-hah! Hoo-hah!
The Vietcong flag from the roof he'll fly
While screaming "Pig!" at each passer-by;
How the block will stare when Johnny comes
home from school!



When Susie comes home from school this year—
Hoo-hah! Hoo-hah!
She'll swing like a ten-foot chandelier—
Hoo-hah! Hoo-hah!
She'll offer grass to her ma and pa;
She'll take the pill and she'll wear no bra;
How the town will buzz when Susie comes home
from school!



When Freddie comes home from school this year—
Hoo-hah! Hoo-hah!
His parents will want to disappear—
Hoo-hah! Hoo-hah!
On Monday morn he'll be marching bare
While quoting Mao in the court-house square,
And we all will know that Freddie's come
home from school!



When Marvin comes home from school this year—
Hoo-hah! Hoo-hah!
We won't have a single thing to fear—
Hoo-hah! Hoo-hah!
He'll wear a crew-cut and mow the grass;
He'll go to church and act middle-class;
What an awful bore when Marvin comes
home from school!

THE HYMN OF THE HARD HATS

(Sung to the tune of
"Off We Go, Into The
Wild Blue Yonder!")

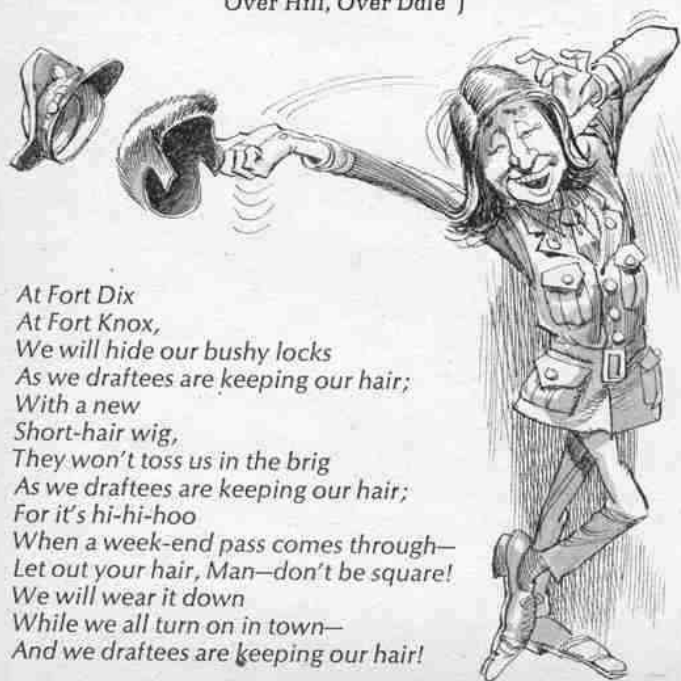


Off we go—
In the peace group yonder,
Looking for . . . yippies to chase!
There's a creep—
Tearing our flag asunder!
At him, boys! Step on his face!
C-c-c-crunch!

Raise the flag—
Over this land of freedom!
We'll preserve . . . Liberty's way
Those filthy Reds
We'll break their heads
Yeah
Nothing can stop the Hard Hats today!

THE LONG-HAIR DRAFTEES' PEP SONG

(Sung to the tune of
"Over Hill, Over Dale")



At Fort Dix
At Fort Knox,
We will hide our bushy locks
As we draftees are keeping our hair;
With a new
Short-hair wig,
They won't toss us in the brig
As we draftees are keeping our hair;
For it's hi-hi-hoo
When a week-end pass comes through—
Let out your hair, Man—don't be square!
We will wear it down
While we all turn on in town—
And we draftees are keeping our hair!

THE REVOLUTIONARY LEADERS'

ROUSER

(Sung to the tune of
"Over There")



Get your share!
Get your share!
Write for "Look;"
Sell a book;
Get your share!
If your words are smutty,
And you look nutty,
You soon will be a millionaire!

Make 'em stare!
Show your flair!
Be absurd;
Say "that word"
On the air!
That's the style, man;
Get crude and vile, man;
You'll be (bleeping) rich
and you'll really
get your share!

THE HAWKS' PEP SONG

(Sung to the tune of
"Bless 'em All")



Bomb Hanoi!
Bomb Hanoi!
When their troops are too tough to destroy—
A plane-load of bombs from a B-52
Will blast out the rats and the war will be through;
Should you find that the Doves you annoy,
Don't let their complaints mar your joy—
To hell with the soreheads—
Use nu-cle-ar warheads
And blow up the world with Hanoi!

(Sung to the tune of "Stouthearted Men")

Dizzy and crazy
With heads gettin' hazy,
We're high—through the sky we will soar;
When—
We're all so stoned and bombed that we
can hardly see—
Then—
Pot-smoking men
Can all flip out on LSD!

(Sung to the tune of "On Wisconsin!")

On you actors!
On you actors!
Play it in the bare!
Shows like "Dolly"
Are more jolly
When they're done like "Hair"
(Yeah—Yeah—Yeah!)

(Sung to the tune of "From the Halls of Montezuma")

From the School of Arts and Sci-en-ces
To the classrooms by the mall;
We will bomb and burn and des-e-crate
Till our mob's destroyed them all;
We're not Weathermen or rad-i-cals;
We have never screamed or yelled;
This is just our way of making sure
That exams will not be held!

(Sung to the tune of "The Battle Hymn of the Republic")

*Our eyes have seen the glory of the mighty Women's Lib,
When we're free from changing diapers for a baby in a crib;
When we're not enslaved by husbands to a bottle or a bib;
Our cause is marching on!*

Glory, Glory Hallelujah!
Fight so men will not subdue ya!
If they bitch, then let 'em sue ya!
Our cause is marching on!

(Repeat Chorus)

(Repeat Chorus)

(Repeat Chorus)



MAJOR HAWKS

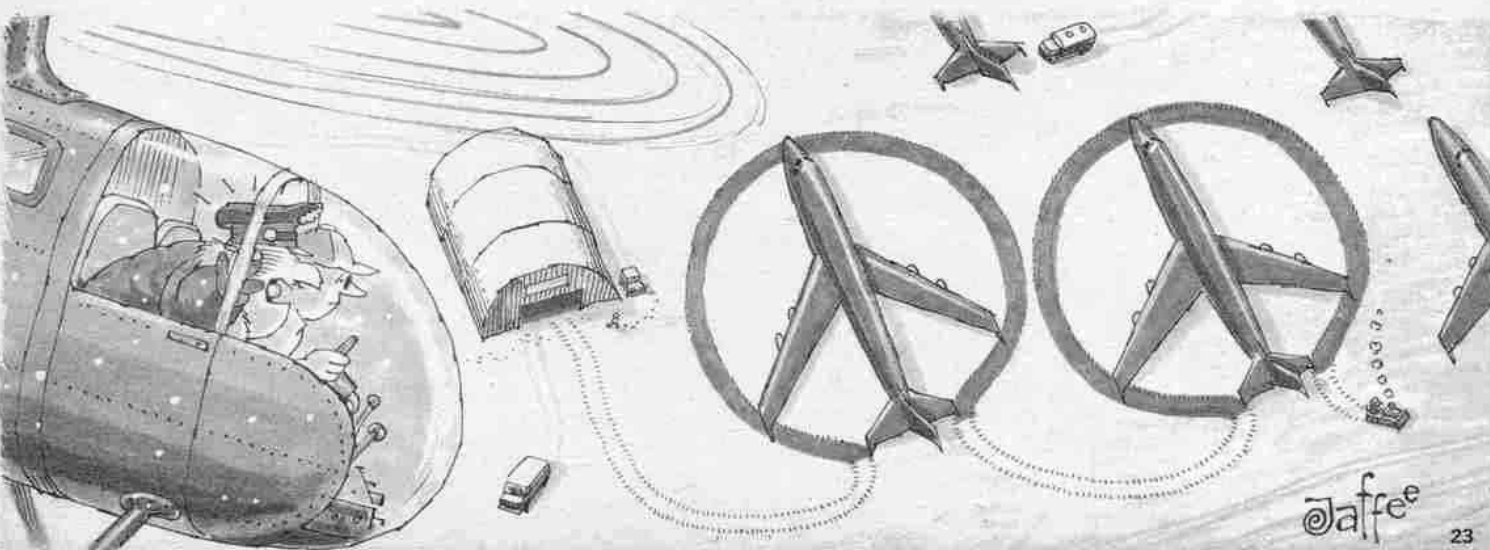
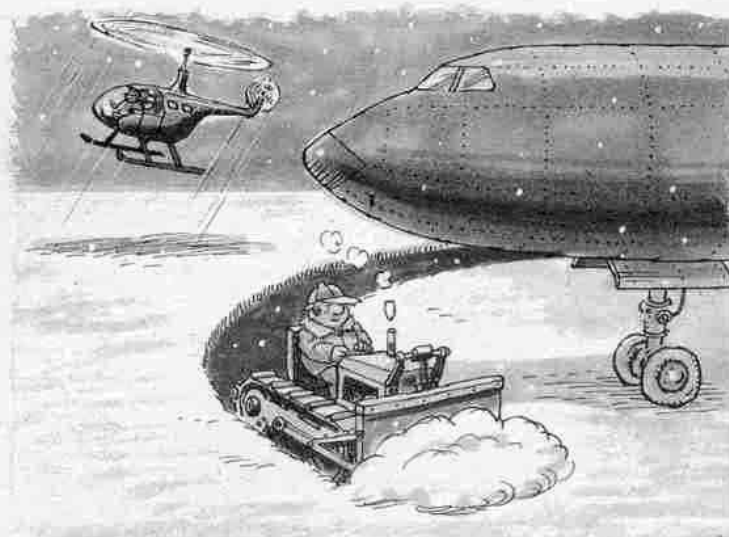
HAWKS & DOVES



ARTIST & WRITER: AL JAFFEE



PRIVATE DOVES



Jaffee

Okay, gang, here we go again with another visit behind the scenes of an American institution

A MAD PEEK BEHIND



I counted 299 of our 300 shopping carts out here in the parking lot!

Gee... I'm sorry!

Well...?! What do you intend to do about it?

Get the OTHER one out here right away!

How's business...?

Great! I sell tons of candy to people going into the movies!

Really? How come...?

When they see the outrageous prices inside the theater, they think they're getting a bargain when I only charge TWICE what the candy is worth!

But doesn't the owner of the theater object?

Of course not! I'm also the owner of the theater!

Where should I put this bag?

What's in it? Milk, frozen fish and ice cream!

How many times do I gotta tell you, Dummy?! Perishables always go in the HOT TRUNK!!

You're fortunate that you can leave your dog in the car! He must be housebroken!

Yeah... but he's not CARBROKEN!!

Er—don't you care how your car looks?

Why should I? This isn't my car!

Isn't that nice, giving free ice cream to the kids who have to wait in hot cars!

It's great for business!

As a goodwill gesture for your ice cream shop?

What ice cream shop? I sell auto seat covers!!

How's this, Mr. Fopp?

You're doing a splendid job, son! Now it's mathematically impossible for anyone to open his car door without hitting the car next to him!

How come that kid is banging on your machine?

Because he put a nickel in it, and nothing came out!

Isn't that a cheat?

Why? Just look at all that healthy exercise he's getting for only five cents!

That's a "fun idea"—naming sandwiches after celebrities! I got a "Cary Grant"! What did you get?

I dunno! I asked for a "Barbra Streisand"—but I think I got an "Adolph Hitler"!

Notice any difference in your wife since she started coming here?

Yeah! Before, her skin was flabby, her muscles sagged, and she looked like an old cow!

And now...?

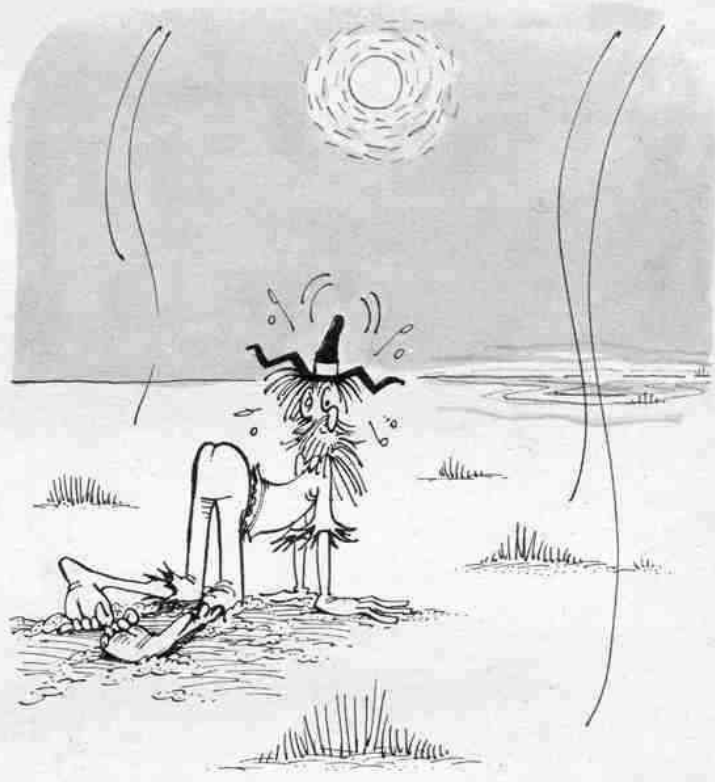
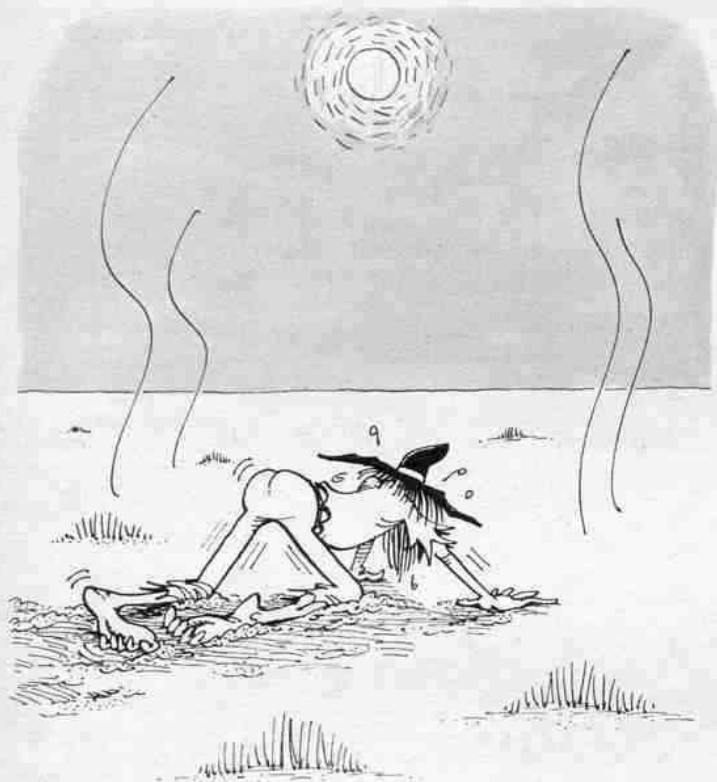
to discover what new and inventive ways we the people are being shafted. Won't you join us for

THE SCENES AT A SHOPPING CENTER

ARTIST: BOB CLARKE WRITER: STAN HART



ONE HOT DAY ON THE DESERT



A cartoon illustration of a tall man holding a sign that says "BUY" and a smaller man pushing a cart with a sign that says "HOT DOGS". The tall man is holding the sign high above his head, and the smaller man is pushing the cart towards him. The sign on the cart also has the word "BUY" on it.

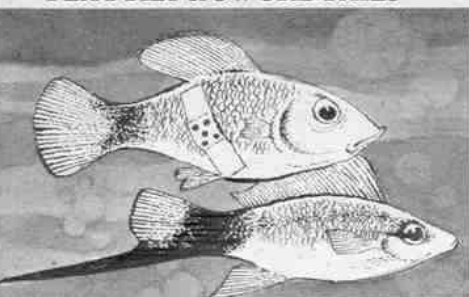
A MAD LOOK AT *Tropical Fish*

WRITER: EARLE DOUD



POPULAR VARIETIE

PLATTIES & SWORDTAILS



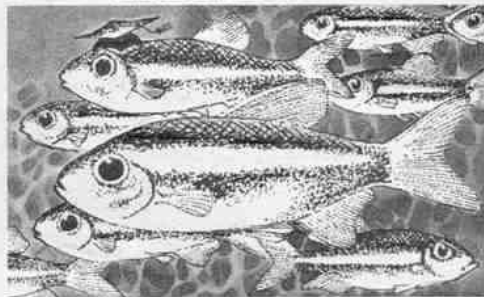
There are many varieties of Platties and Swordtails. They are live-bearers rather than egg-bearers. Approximately once a month, each female will give birth to from 25 to 200 young, right before your very eyes in a matter of minutes . . . then *eat them* right before your very eyes in a matter of seconds.

NEON TETRAS



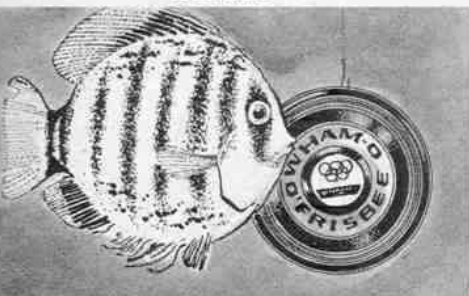
The Neon Tetra is a colorful little fish which usually costs less than a dollar. However, it is also a timid little fish, and one Neon Tetra will completely disappear in your tank, hiding behind plants or rocks. Neon Tetras are happiest, and are best displayed in schools of 200 or more.

CARDINAL TETRAS



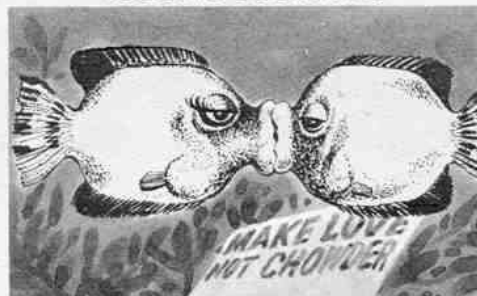
The Cardinal is a larger version of the Neon, and is perfect for people with poor eyesight. Cardinals are also school fish, and mix well with Neons, providing the Neons outnumber them 4 to 1. A nice display is 100 Cardinals and 400 Neons, especially for the guy who owns the fish store.

DISCUS



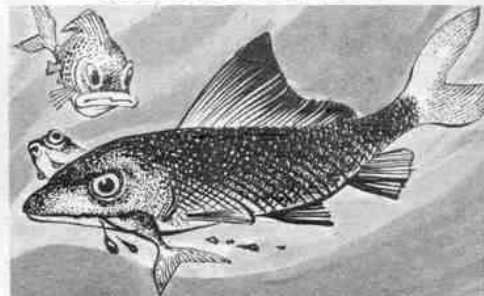
The Discus is a large round sluggish brown fish which looks exactly like a discus. Since it hardly ever moves in the tank and is extremely expensive, many people have saved themselves a lot of money by going to a sporting goods store, buying an actual discus, and suspending it in their aquariums.

KISSING GOURAMIS



The Kissing Gourami is an attractive pink fish that derives its name from the fact that it spends all night and all day kissing and turning on any other Kissing Gourami around. A pair is a worthwhile purchase, as they are peaceful, colorful, decorative, and who knows, you might learn something.

RED TAILED SHARKS



The Red Tailed Shark is an attractive fish with a brilliant red tail which actually does resemble a vicious shark. However, this marvelous little fish is extremely docile, except when provoked. Then, it behaves like a vicious shark, killing other fish. Unfortunately, it is provoked by someone looking at it.

A TYPICAL SET-UP



TANK

Tanks come in many sizes. A good starter size is 10 gals. A tank is necessary because otherwise the fish, water and other junk will end up on the floor....\$18.00

FISH

100 Neons (described earlier)	\$100.00
25 Cardinals (described earlier)	25.00
4 Angels (described earlier)	8.00
6 Swordtails (described earlier)	6.00
2 Mollies (not worth describing)	4.00
6 Catfish (described ecchier)	12.00

PLANTS

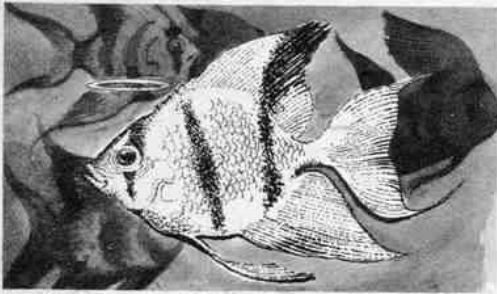
Although many live varieties of plants are available, most fish fanciers prefer plastic ones. They turn brown and rot just like the real live ones, only it takes longer.....\$50.00

DEEP SEA DIVER

A cheap, plastic deep sea diver that stands on the bottom of the tank and looks exactly like a cheap plastic deep sea diver.....\$8.00

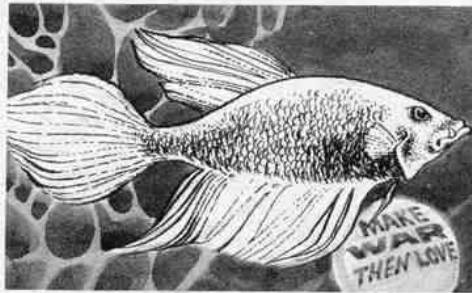
S OF TROPICAL FISH

ANGEL FISH



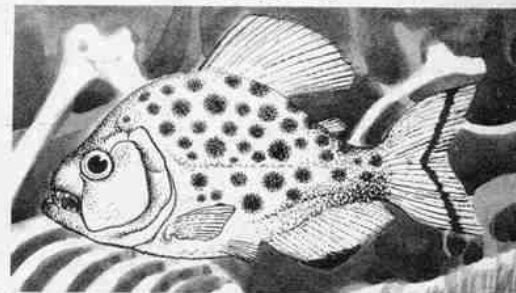
The Angel Fish is a very graceful and beautiful fish to watch, and an asset to any tank. However, despite popular belief, it is *not* called an Angel Fish because it resembles an *angel*. It is called an Angel Fish because it almost always dies within an hour after you get it home, and it *becomes* an angel.

SIAMESE FIGHTING FISH



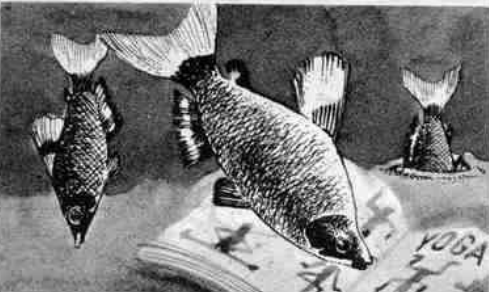
The Siamese Fighting Fish is a rather dull-colored fish until it is put in a tank with another Siamese Fighting Fish. Then, it will display a myriad of fantastic colors. Unfortunately, two Siamese Fighting Fish will rip each other to pieces, so you'll have to look at the fantastic colors fast.

PIRANHA



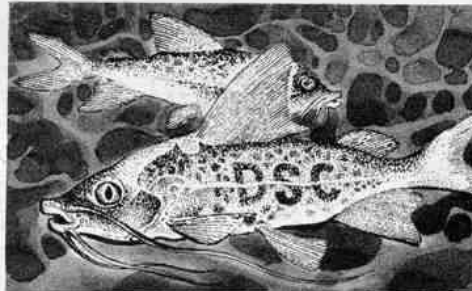
The Piranha is a spectacular aquarium fish which only costs around \$75.00. Besides eating up your life's savings, it will also chew up everything that comes into your tank, including other fish, your hand, your arm, your kid's arm, your kid, your neighbor's kid—etc. And then it'll chew up your tank!

HEADSTANDERS



An unusual fish, the Headstander gets its name from the fact that it stands on its head in the tank. Since it is very expensive, it is not recommended for beginners. Besides, all the fish in a beginner's tank will be standing on their heads eventually, which is what fish do—just before they croak.

CATFISH



Catfish, although fantastically ugly, are a "must" for your tank, as they eat up all the decayed food and messy dirty ecchy waste left by your other fish. Unfortunately, no one has yet come up with a fish that's willing to eat up all the decayed food and messy dirty ecchy waste left by the Catfish.

DOLPHIN



The Dolphin is a fascinating creature and a marvelous aquarium pet. It can play ball with you, leap up and grab food out of your hand, and may even try to communicate with you verbally. It is an ideal addition to any tank, providing the tank is as big as the ones at "Marineland of the Pacific".

FOR THE BEGINNER



CLAM SHELL

A clever device which emits a pretty bubble when it opens . . . and decapitates your most expensive fish when it closes.....\$11.00

CASTLE

A porcelain castle that contains openings for the fish to swim in and out, except that they usually just swim in . . . and stay there forever.....\$9.00

AIR STONE

Releases air bubbles into tank, creating pretty effect for a week, after which it rots and crumbles to the bottom.....\$3.75

FILTER

Takes dirty slimy water from tank, filters it through charcoal, and releases dirty, slimy, charcoal-colored water back into tank.....\$17.00

AIR PUMP

The pump has 3 functions: It pumps air into tank, it operates filters and other gadgets, and it gives you a headache because it sounds like a jackhammer.....\$29.50

AIR HOSES

Air hoses have 2 functions. They carry air from your pump to your equipment, and they are used to hang yourself when you realize that you've just wasted \$301.25 on this utterly ridiculous hobby.

FISH AILMENTS AND THEIR REMEDIES

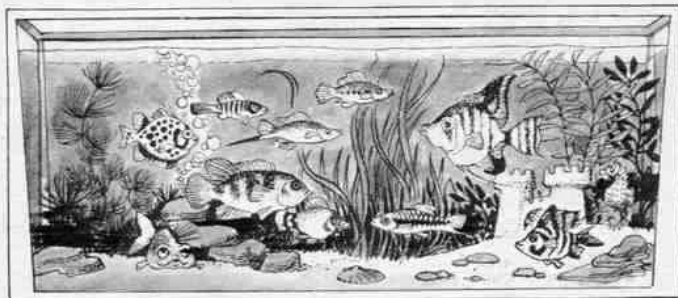
There are many varieties of Tropical Fish ailments—almost as many as there are varieties of Tropical Fish—and there is a different remedy or medicine available for each. The

Tropical Fish fancier should keep a good supply of these remedies on hand at all time for emergencies, which—in the average tank—happens about once every seven minutes.

HERE ARE SOME EXAMPLES OF THE MANY TROPICAL FISH REMEDIES AVAILABLE



HOW TO TELL WHEN THERE IS TROUBLE IN THE TANK



The tank above is charming and attractive. Note that the water is clear, the plants are green and thriving, and the fish are active and colorful. Obviously, there is nothing wrong in this tank. Obviously, this is a healthy tank. And obviously, this tank is still in the Tropical Fish Store!



The tank above is cloudy, dirty and ecchy. It could mean trouble like: overfeeding, not enough plants, too many fish, not enough air, etc. Actually, it is none of these things. This is a perfectly normal tank. Let's face it—all fish tanks look like this after a few weeks at home.

SOME FISH DISEASES AND WHAT TO DO FOR THEM

FISH DISEASE: "Mouth Fungus"

HOW TO SPOT IT:	WHAT TO DO FOR IT:
Fish has bad breath.	Avoid kissing it for a few weeks.

FISH DISEASE: "Swim Bladder Infection"

HOW TO SPOT IT:	WHAT TO DO FOR IT:
Fish swim upside down.	Turn your tank upside down.

FISH DISEASE: "Extreme Dehydration"

HOW TO SPOT IT:	WHAT TO DO FOR IT:
Fish lie on bottom of tank.	Water has evaporated. Fill up tank again.

FISH DISEASE: "Shake and Shimmy"

HOW TO SPOT IT:	WHAT TO DO FOR IT:
Fish are nervous and dart about.	Remove neighbor's cat from tank.

FISH DISEASE: "Ich" or "Dandruff"

HOW TO SPOT IT:	WHAT TO DO FOR IT:
Fish is covered with white spots.	Stop leaning over tank when feeding.

FISH DISEASE: "Fin and Tail Rot"

HOW TO SPOT IT:	WHAT TO DO FOR IT:
Fish seems to be rotting away.	Remove fish and bury it. It's dead.

FUN THINGS TO DO WITH TROPICAL FISH

Tropical Fish, we are told, are lots of fun, and there are many exciting things you can do with these little

pets once you've acquired a tank and set-up. Here are just a few of the many exciting fun things you can do:



You can sit and watch them as they swim back and forth.



You can invite your girl over, cook her dinner, and sit around and watch them fish as they swim back and forth.



You can invite your girl's parents over to join you and your parents for a barbecue, and afterwards, you can all sit and watch them dumb fish as they swim back and forth.



You can throw a wild teenage party for 100 kids, with hot dogs, hamburgers and cokes, and you can all sit around and watch them dumb, stupid fish as they swim back and forth.

SIX WAYS IN WHICH A TROPICAL FISH TANK CAN MAKE YOUR PARTY A RESOUNDING SUCCESS

You can fall into it.



Someone else can fall into it.



You can push someone into it.



You can carry it and drop it.



You can try wearing it like a hat.



You can all get stoned and drink it.



QUEASY DOES IT DEPT.

You Never Really

YOU NEVER REALLY GET USED TO ...



... the scrunchie sound that big black bugs make when you step on them!

YOU NEVER REALLY GET USED TO ...



... discovering that first tiny scratch on your brand new car!

YOU NEVER REALLY GET USED TO ...



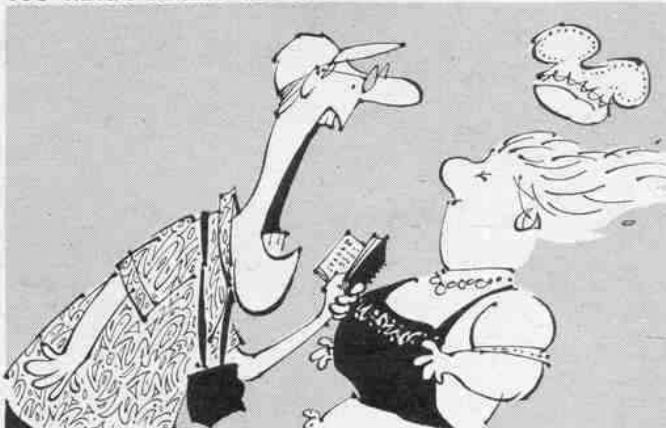
... trying to carry on a casual conversation with a nun!

YOU NEVER REALLY GET USED TO ...



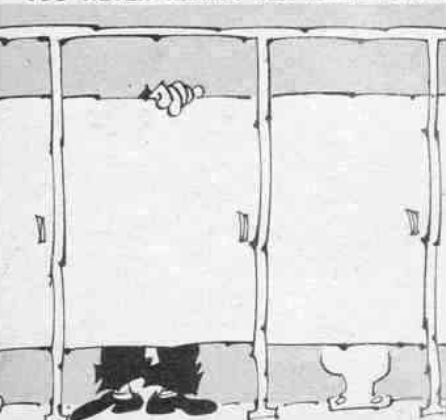
... the chalk breaking and your fingernails scraping across the blackboard!

YOU NEVER REALLY GET USED TO ...



... the fact that foreigners can't be made to understand English better if you yell at them!

YOU NEVER REALLY GET USED TO ...



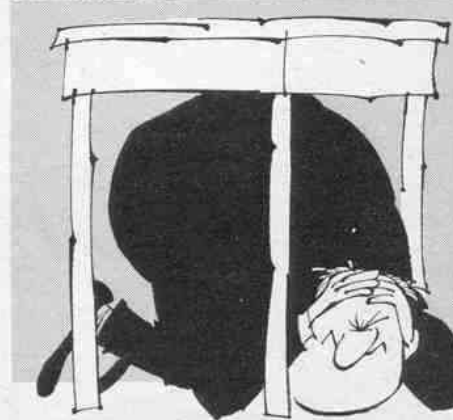
... public rest room booths that cannot be locked from the inside!

YOU NEVER REALLY GET USED TO ...



... waiting for the doctor to tell you how your medical tests and x-rays came out!

YOU NEVER REALLY GET USED TO ...



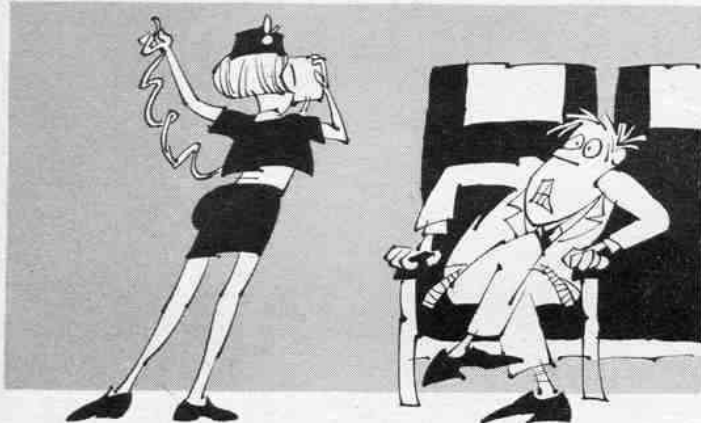
... the regular weekly test of your neighborhood air raid siren!

GET USED TO...

ARTIST:
PAUL COKER, JR.

WRITER:
TOM KOCH

YOU NEVER REALLY GET USED TO...



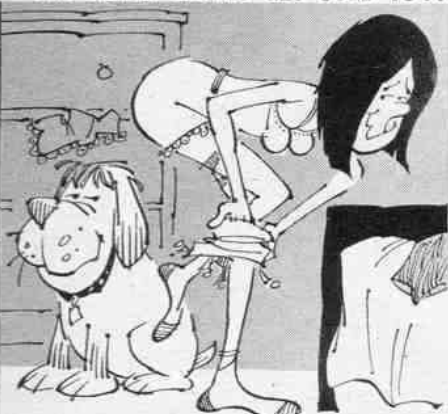
... watching an airline stewardess demonstrate how to use the emergency oxygen equipment!

YOU NEVER REALLY GET USED TO...



... seeing a police car in the rear-view mirror, even when you know you aren't doing anything wrong!

YOU NEVER REALLY GET USED TO...



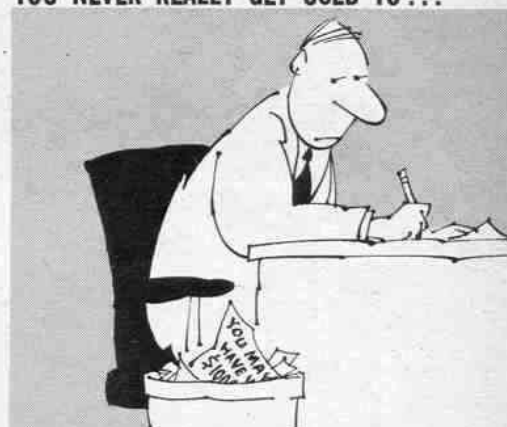
... having a dog watch you get undressed!

YOU NEVER REALLY GET USED TO...



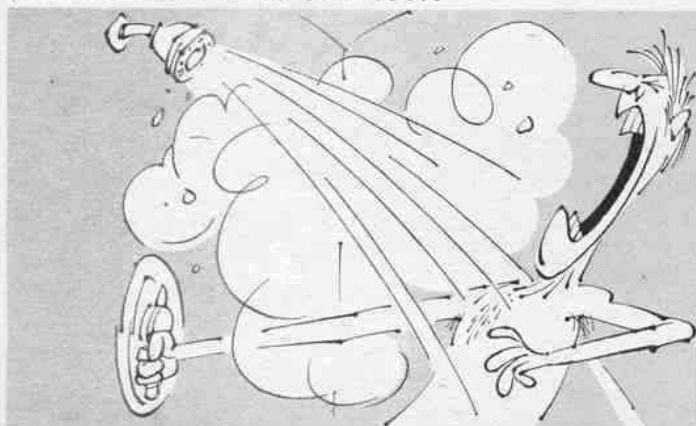
... being informed that "the Dentist is ready for you, now!"

YOU NEVER REALLY GET USED TO...



... throwing away junk mail that says you *may* have already won \$100,000!

YOU NEVER REALLY GET USED TO...



... those new plumbing fixtures that control the water temperature with just one faucet!

YOU NEVER REALLY GET USED TO...



... having your radio-alarm go off while an Ethel Merman record is playing!

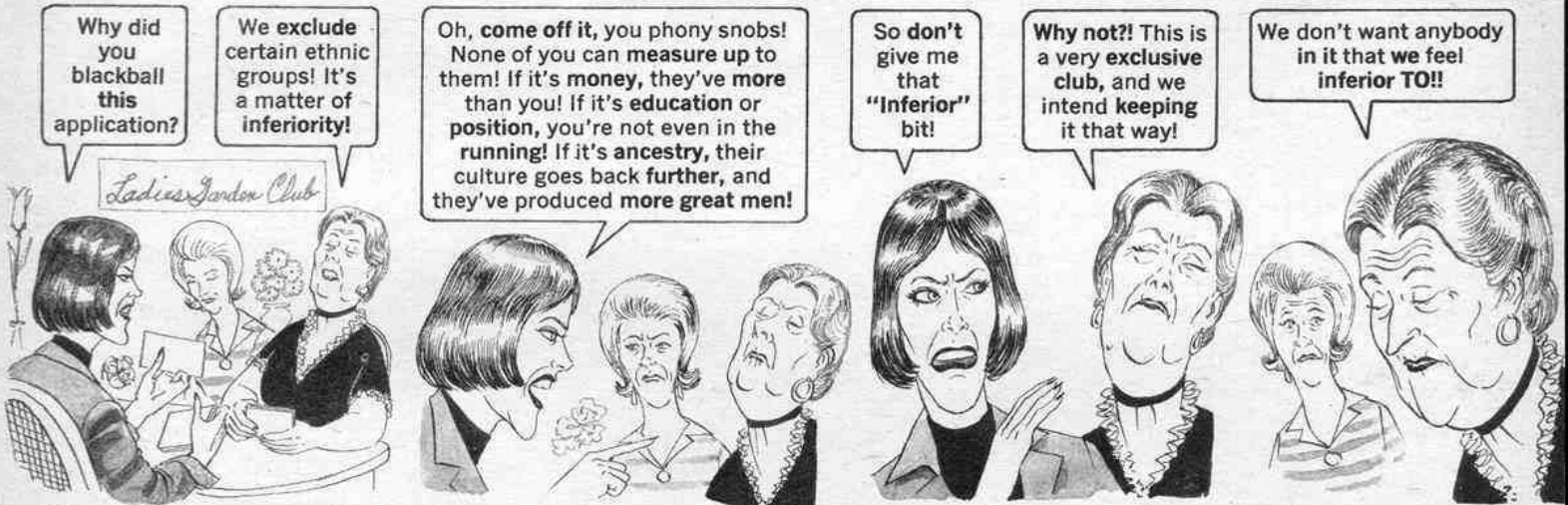
THE LIGHTER SIDE OF...

CLUBS ORGA



AND NIZATIONS

ARTIST & WRITER:
DAVE BERG



How was your trip?

You'll never believe what I saw!

I can well imagine! London, Paris, Rome, Athens!

Actually it was in a little out-of-the-way Italian town called Grassino! It was the most exciting thing that happened to me on the whole trip!

Right smack dab in the middle of that little town's plaza!

You mean, a statue by Michelangelo? A fountain by Bernini?

Much better than that! A fellow-American ... wearing a Knights of Pithias pin like mine!!

Daddy, what does "Nouveau Riche" mean?

It's a French idiom, and it means "Newly Rich"! Why do you ask?

Brad's father said that when you joined the most expensive Country Club in town, it was typical of the status-seeking behavior of "Nouveau Riche"!

Oh, he did, did he?! Well, you tell Brad's father that after paying the Initiation Fee and the first year's dues to the most expensive Country Club in town ...

... we are now "Nouveau POOR"!!!

Hi, there, Mrs. Large! What are the egomaniacs of the Dramatic Club performing this year?

I resent that! We are NOT egomaniacs!

Really? My impression of people who join amateur theatrical groups is: They do it solely to get their names on the program!

Well, you're wrong! We do it purely for "Art's Sake"! In fact, this year, we're doing "Hamlet"! It was MY IDEA!!

Speaking of programs, I just had the Printer make them up! Would you like an advance copy?

I certainly would!

"Hamlet"
A Play By
William Shakespeare

BASED ON
AN IDEA BY
MRS.
LILA
LARGE

You're new around here, huh? Well, let me tell you, this is a real active, vital club with a great President who is a thorough parliamentarian!

The meeting of the "Young Adults Civic and Social Club" will please come to order! We will dispense with the reading of the minutes of last meeting! Any old Civic business? No! Any new Civic business? No! Is there a motion to adjourn? Yes! Seconded? Yes! The meeting is adjourned! Now, let's get to the SOCIAL BUSINESS at hand!



This is a fine time and a fine way to come home!

But you know I was at my Wine-Tasters Club!

Bah!!

Don't put it down! I now know all about vintage years, and the difference between a 1962 Chateau Lafite Rothchild Bordeaux and a 1959 St. Emilion, and what wines to serve with steak, and what wines to serve with fish!

It's made me suave, and sophisticated, and a debonair connoisseur!

Boloney! It's made you a stinkin' wino!!

I think you Service Club women are marvelous, the way you give of your time to take care of the children of working mothers!

It's the least we can do!

But don't you have your own responsibilities? How do you manage to get away?

I had to hire a MAID to take care of MY child while I'm here!

That's very admirable of you, I must say! By the way, I see you're particularly attached to those three little girls!

Oh, I am! And with good reason!

They're my MAID'S CHILDREN!

Is it true that you joined the Democratic Club?!

Er... yeah, I joined it for business reasons!

You know how it is with a Political club! You get to meet a lot of people there! You make a lot of friends! It's good for my business! This is a Democratic town!

But—but you're a Republican at heart!

I know... and it's gotten me into plenty of red-hot political debates at the Club!

So tell me, how's business?

Not so good!

Mommy! Daddy! Lookit all this money!!

My goodness Where did you get it?

The kids made a clubhouse out of Debbie's garage, an' they elected me Treasurer, an' I had to collect 25¢ dues from each kid, an' I have to do it every week! Isn't that great?!

That's a big responsibility, being Treasurer! You'll have to keep a record of who paid their dues and who didn't! And every time the club wants to buy something, you'll have to keep a record of it and pay for it from the dues treasury! And—

What?!?

You mean, I don't get to keep the money?!?

NOW what are you fussing with?

I'm putting on my Club pin!

You've got it on UPSIDE-DOWN, stupid!!

Not to ME, it's not!!

Ever since I joined this Bridge Club, I've learned how seriously people take the game! I've heard more quarrels!

Yeah—like those two there!

That slam contract could've been **BEATEN**, you stupid bonehead!

Look who's talking! You don't even know enough to lead the suit your partner bid!

I take it you two are married!

NO, WE'RE LIVING IN SIN!!

IT'S A SIN THE WAY SHE PLAYS BRIDGE!!

Are you going out again?! Every night, it's another Club Meeting! Every night it's another Committee Meeting! Every night, I'm left alone with the kids!

Do you have to Club it up night after night, day after day, year after year?! Do you have to make me a baby-sitter instead of a husband and father?! Do you have to be such a #\$\$%& JOINER?!

Speaking of joiners, I'M joining a Club, and I'll be asking YOU to stay home for a change and take care of the kids while I go to MY club!

What Club did you join?

"PARENTS WITHOUT PARTNERS"!

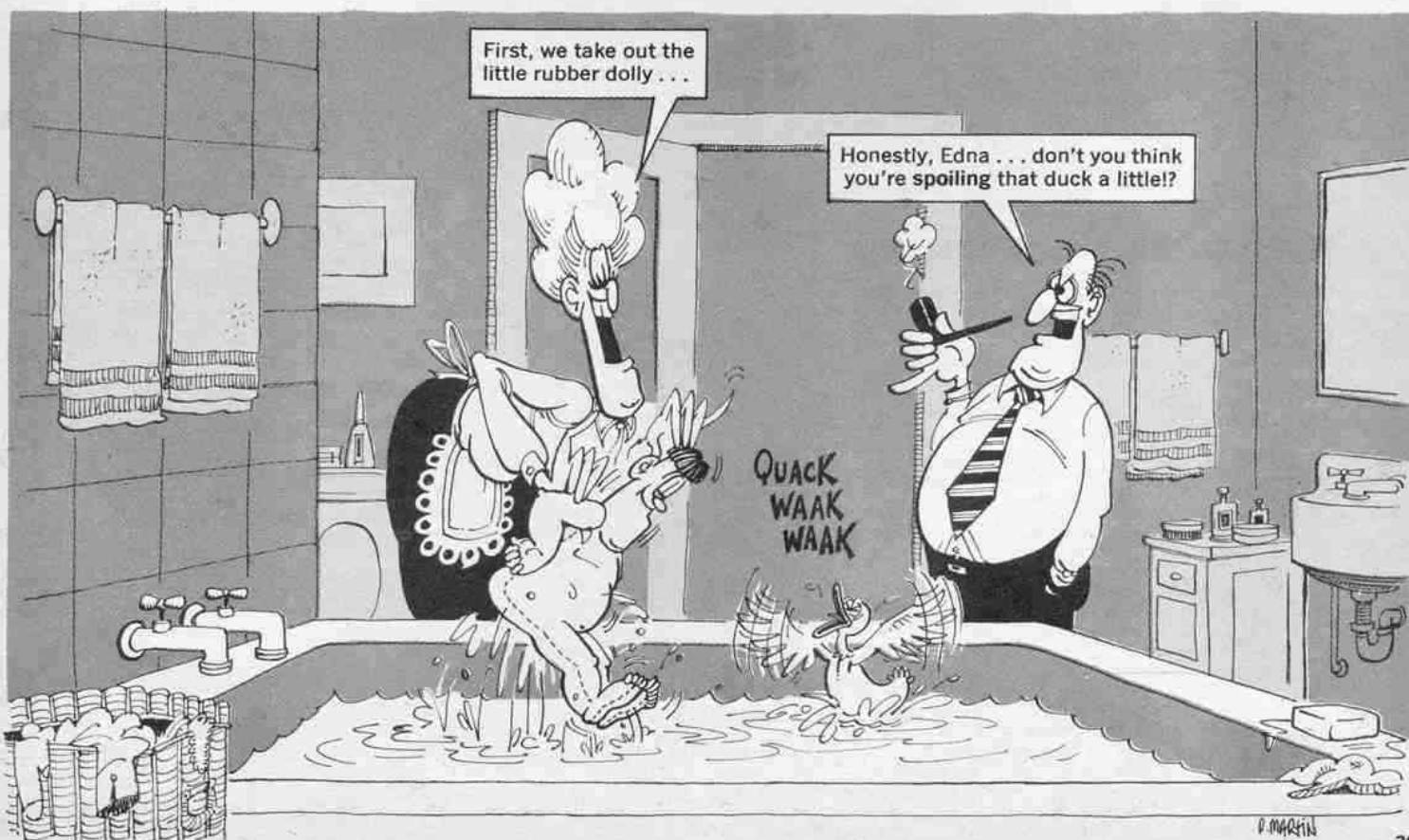
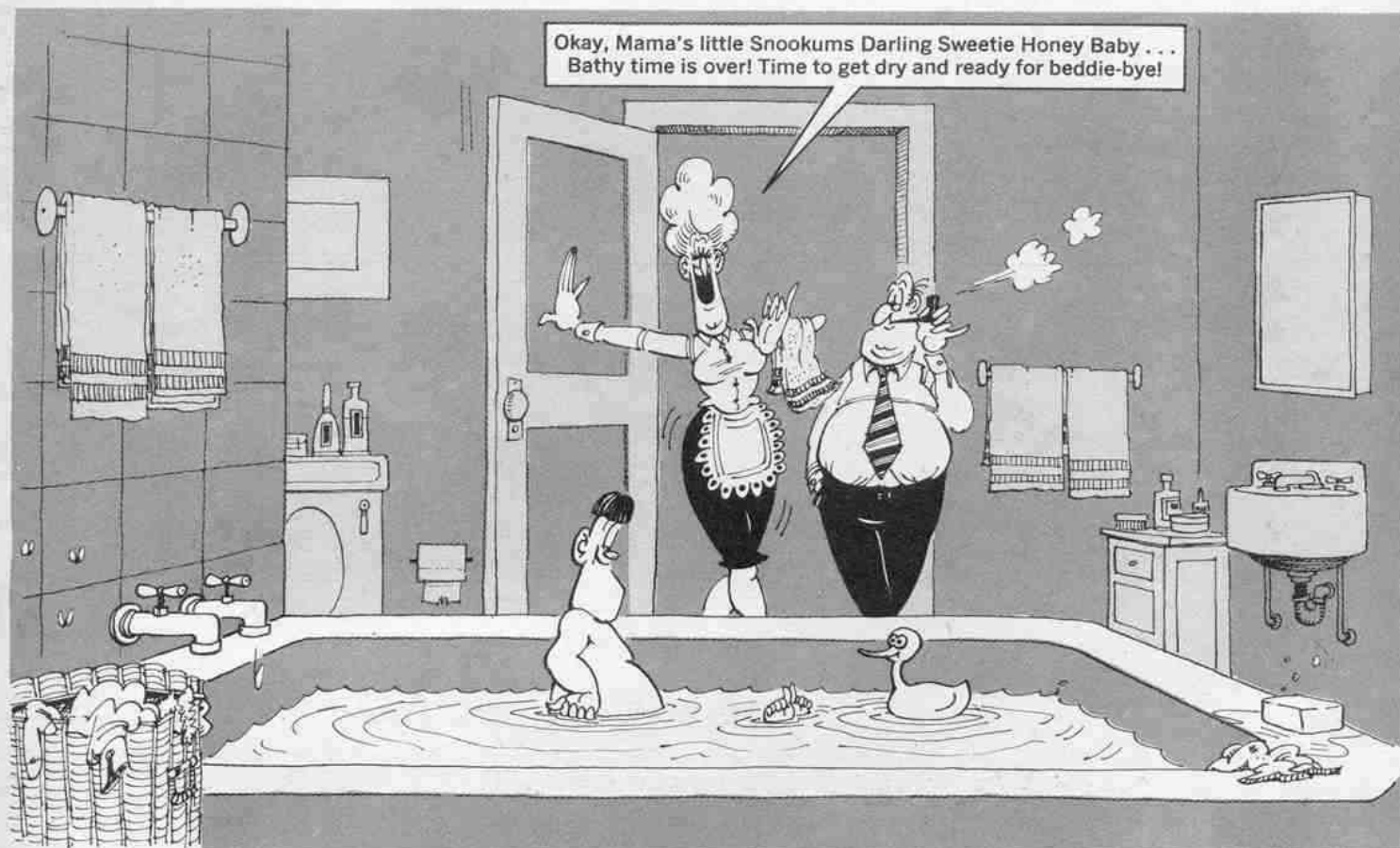
Wow! These guys don't fool around when they initiate a new member! We went through hell! But it was worth it to join a Secret Society and learn it's "Great Secret"!

Silence, in the name of our great mystical leader and founder who discovered the "Great Secret of the Universe" in a revelation . . . the Secret that has been passed on to us, a small select elite group . . . the Secret that must be kept from the unbelievers and the multitude!

Now that our Pledges have passed their ordeal, they have earned the right to learn the "Great Secret" which must never be revealed—even under torture—to any outsider! I will now whisper the Secret to you so that the inferiors and rabble cannot hear it! The Secret is . . .

"The Brotherhood of All Men"!

ONE EVENING IN A BATHTUB



The Psycholo

THE NORMAL PERSON



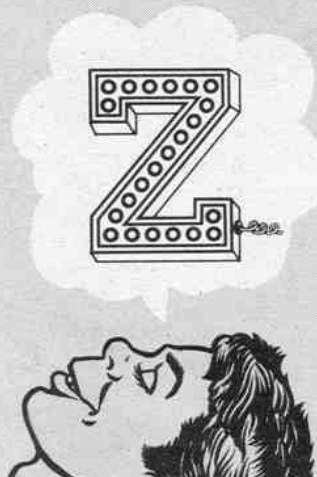
THE PATRIOT



THE EXTROVERT



THE EGOTIST



The Escapist



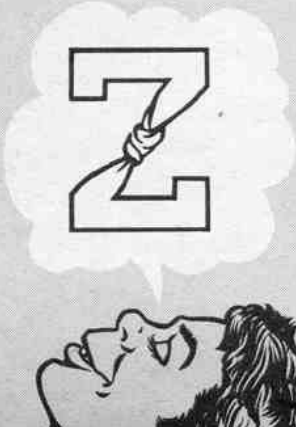
The Neurotic



The Psychotic



THE SADIST



THE MASOCHIST



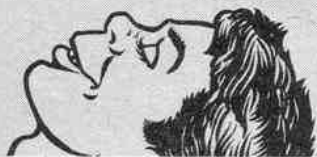


gy Of Snoring

WRITER: FRANK JACOBS

THE INTROVERT

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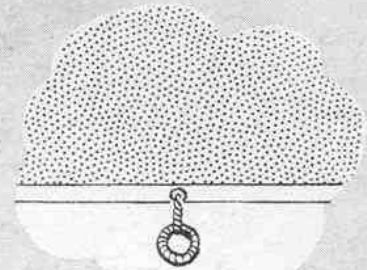


The Non-Conformist

S



THE INHIBITED



the mystic



7

The Amnesiac

Z



THE ALCOHOLIC

Z



The Inferiority Complex

Z

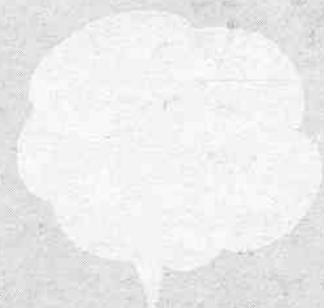


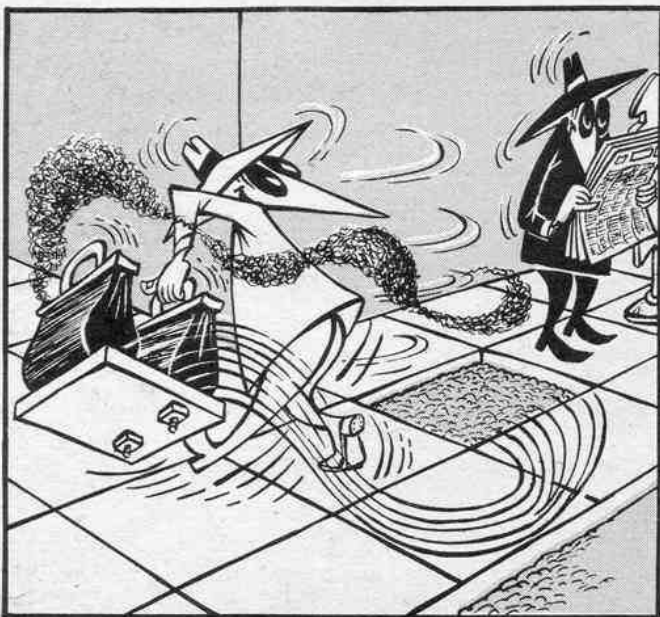
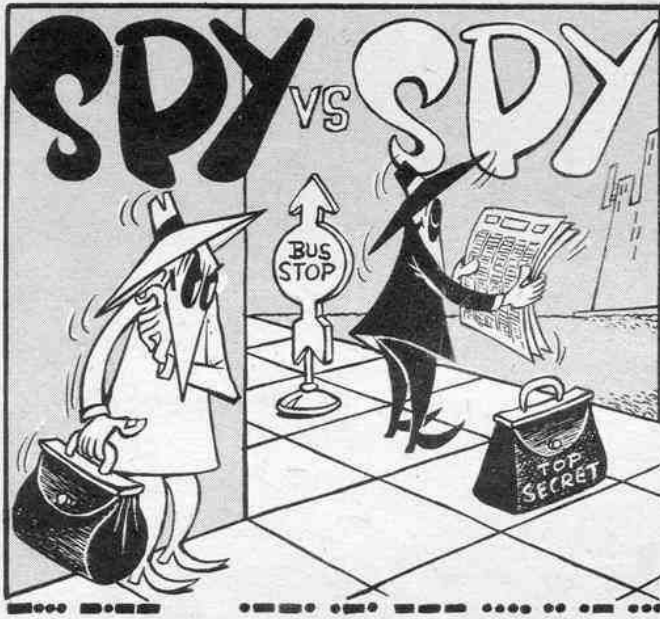
The Persecution Complex

X E W O J
C T A K Y S
R Q I G D
F I H V N
M U L B P



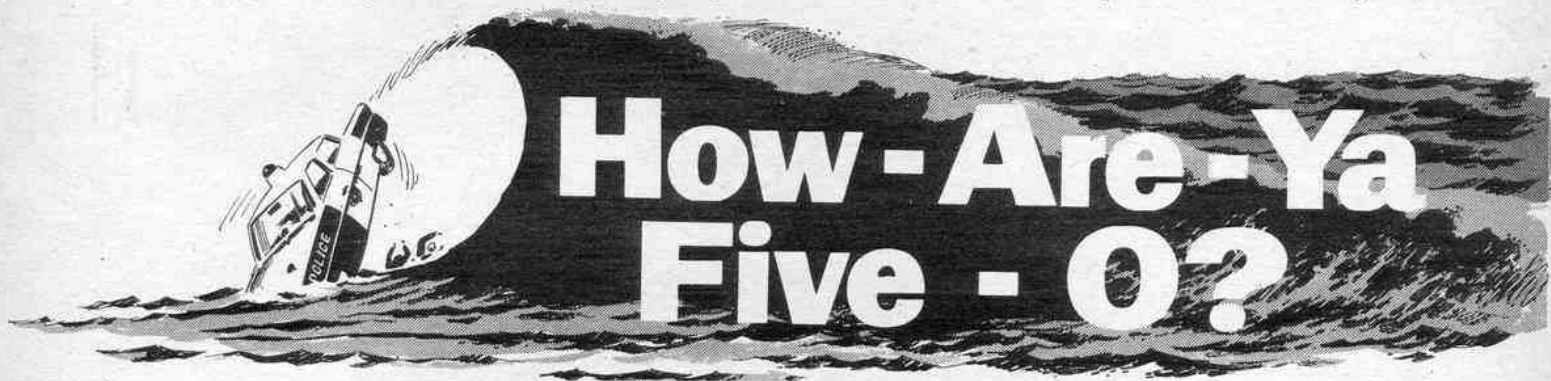
The Insomniac







Everybody dreams of escaping to a tropical island—like Hawaii, f'rinstance—and living the life of sun and sand and sea . . . but for most people, it remains just that—a dream. Except for a group of 50 or so fortunate producers, directors, actors, writers and technicians who have managed to tie up with a weekly TV series that takes place there. For these fifty-some-odd people (and some are very odd), it is a fantastic deal. If you don't believe us, why not ask them? Hop a plane to Honolulu, walk up to them, and say:



So you see, McGarrish, the Sacred Holiliokée Gold Cup is perfectly safe here! If anyone comes within two feet of it, a sonar device will cause bells to ring, whistles to blow, and sirens to scream!

And when that happens, my men will be here within three minutes—to give you a summons for disturbing the peace!

Seriously, McGarrish—this sonar theft alarm system is one of the finest ever conceived!

I wouldn't be so confident, Mr. Asmus! Remember, "It's the complacent dog that is outwitted by the sly fox!"

Say! That's very good! Did you learn that at the Hawaii Police Academy?

No, the Hawaii Typing School! But I repeat—I don't like to see that cup so out in the open! Things have a way of disappearing!

But surely, with all your electronic tracking equipment, you could apprehend any thief!

Mr. Asmus, we don't have our electronic tracking equipment any more! Somebody swiped it!

ARTIST: ANGELO TORRES

WRITER: DICK DE BARTOLO

Why don't we go into my office, McGarrish! I'll send out for some pineapple juice and doughnuts!

PINEAPPLE juice?! Isn't it usual to have COFFEE and doughnuts?!

Yes—but this series takes place in Hawaii—remember? We have to make as many references to the islands as possible! Otherwise, people might think they're watching "Dragnet"!

Here's your order, sir! One pineapple juice, regular . . . one pineapple juice with cream and sugar . . . and an extra pineapple juice, black! And look at this neat gold cup I picked up outside!

It's the Sacred Holiliokée Cup!! Give me that!!



I can't understand why the alarm didn't go off when—

Five-O, here!

I arrest you for trying to steal the Sacred Holilokee Cup!

Me?! I didn't steal the cup!!

Tell it to the Judge! Your fingerprints are all over it!

I was putting it back... not taking it away! You're my witness!

Don't drag MY name into this!



Seriously, McGarrish! I don't know how that delivery boy was able to pick up the cup without setting off the alarm! The chances of something disappearing from this museum are one in a million!

Mr. Asmus!! The King Fong Mug is missing!

Make that TWO in a million!



Is the Mug valuable?

Priceless! Everything here is at least one thousand years old!

I suspected as much! I just ate lunch in your cafeteria!

Can you help us recover the King Fong Mug, McGarrish...?

I'll put my men on it right away...



Loco! You check out the alarm system! Find out who installed it, who has the keys, and who knew how it worked!

Gung-Ho! You check the museum for fingerprints, footprints, elbow prints, anything...

What should I do?

Who are you?!

I'm Dummy Williams! I'm your assistant! Gee... I'm on the show every week!!

You ARE?! What do you do, Dummy?

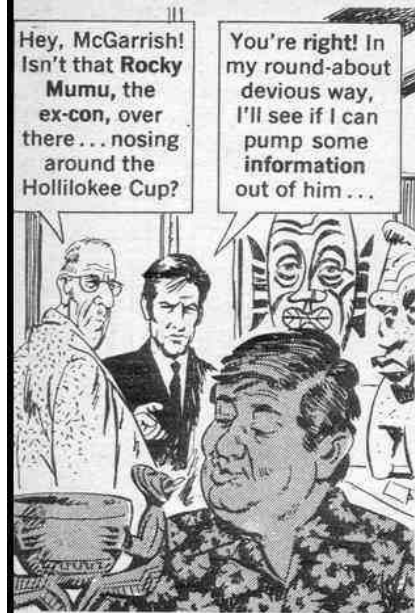
I usually go to Hawaiian bars... and I try to get information from pretty Hawaiian girls!

Well, if that's what you do, go do it! Meanwhile—I'll go to the beach and look around for the Mug!

Do you think someone may have buried it out there?

No, but remember what you said about this show! We have to keep reminding the viewers that we're here in Hawaii! So we have to show shots of the beach and surf as much as possible! Aloha!!





Hey, McGarrish! Isn't that Rocky Mumu, the ex-con, over there... nosing around the Hollilokee Cup?

You're right! In my round-about devious way, I'll see if I can pump some information out of him...



Hi, Rocky! Steal any King Fong Mugs lately!

You can level with me, Rocky! Why is "cop" always a four-letter-word to you?

The last time you were in trouble, I told you if you were honest with me, I'd save your brother from the electric chair!

I'm clean, McGarrish!

Because I spell it with a double "p"!

Yeah? So...?



Well, he didn't go to the electric chair—did he?

No... I guess you can't call going to the gas chamber the same as going to the electric chair!



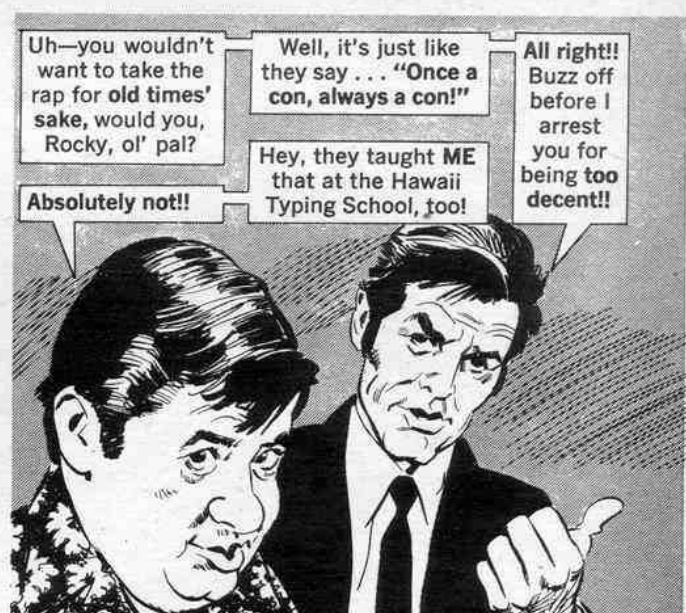
Well, here's your chance to be honest again! Just answer a simple "yes" or "no" question! Did you steal the King Fong Mug?

You lying two-bit hood!

I'm clean, McGarrish! Isn't that what you told me years ago... that if I stayed clean, I'd be a lot happier?

Yeah, well YOU may be a lot happier—but I'm not!

Now, I have to find someone else to blame this on!



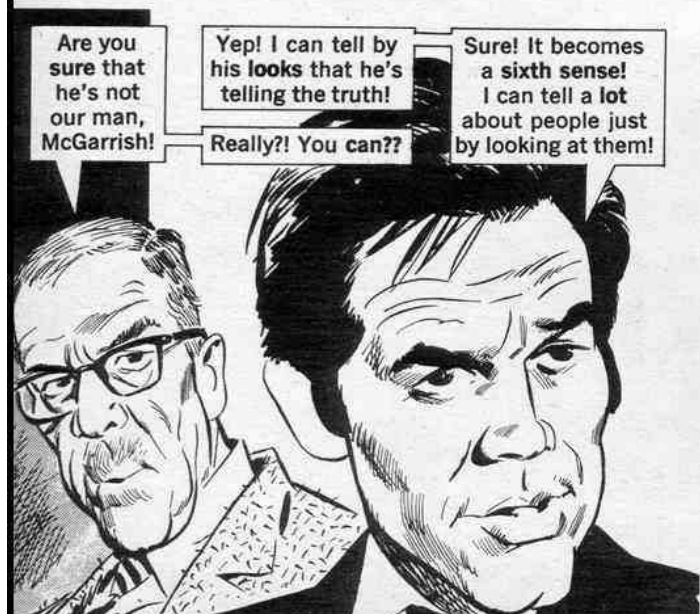
Uh—you wouldn't want to take the rap for old times' sake, would you, Rocky, ol' pal?

Well, it's just like they say... "Once a con, always a con!"

Hey, they taught ME that at the Hawaii Typing School, too!

All right!! Buzz off before I arrest you for being too decent!!

Absolutely not!!



Are you sure that he's not our man, McGarrish?

Yep! I can tell by his looks that he's telling the truth!

Really?! You can??

Sure! It becomes a sixth sense! I can tell a lot about people just by looking at them!



Like that man over there! Now, HE could be our crook! He has that "criminal look"... those beady little eyes... that tightly-drawn mouth... that shifty nervous manner...

Just got word about the King Fong Mug, Asmus! Terrible!

Er—McGarrish, I'd like you to meet Benson O'Conner, our new District Attorney...



How-Are-Ya,
Five-O?

I saw you talking
to Rocky Mumu! I
think he's our man!

He's not
He's gone
straight!

There's no such
thing! "Once a con,
always a con!"

Hawaii
Typing
School?

No ...
Hawaii
Law
School!

Yes, I am!

McGarrish, I'm going
to do my best to see to
it that Rocky Mumu
takes the rap for
stealing the King
Fong Mug!

But he's innocent!!

That will
only make
it a little
more difficult!

That rat! He's going to hang
this rap on Rocky Mumu so he
can be the new "Big Hero
District Attorney"! Well, I
believe in Rocky, and I'm
going to fight to save him!

Oh-oh! My wallet
is gone! Why ...
that dirty rotten
crook, Rocky! He
picked my pocket!
Why, that no-good—

Here
it is!
You
dropped
it!

Uh—thanks!

Like I was
saying, I
BELIEVE
in Rocky!

Boss, I
came up
with some
clues ...
a cigarette
butt and a
bubblegum
wrapper!

Good! Now we
know that we're
looking for
TWO people!

Did you ever
see one person
smoke a
cigarette and
chew bubble
gum at the
same time?
Yecch!

Gee, how do
you know
THAT, Boss?



What did
you find
out about
the alarm
system,
Loco?

The control panel for
the system is housed
in this bullet-proof,
explosion-proof safe
with a pick-proof lock!

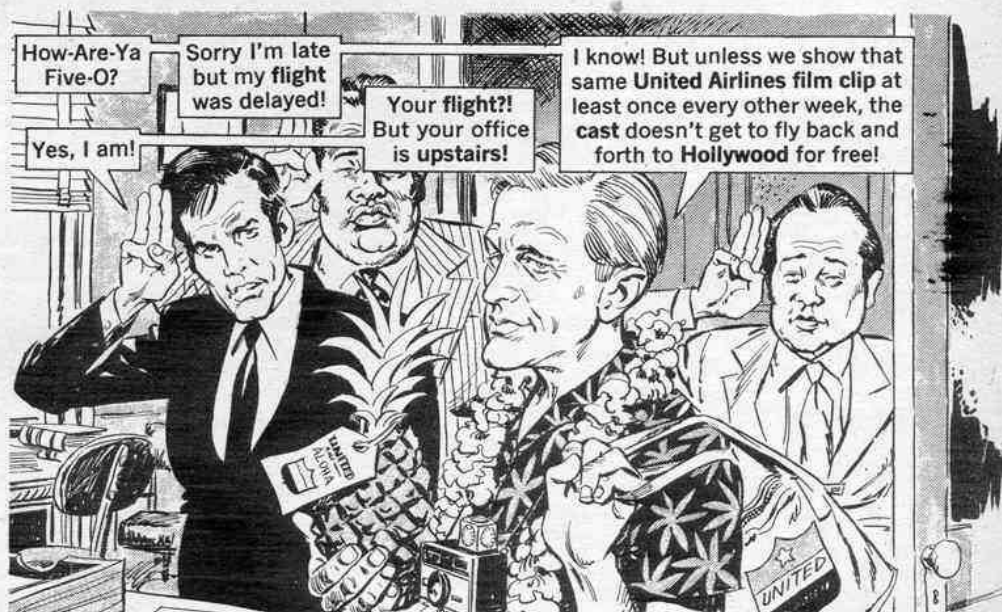
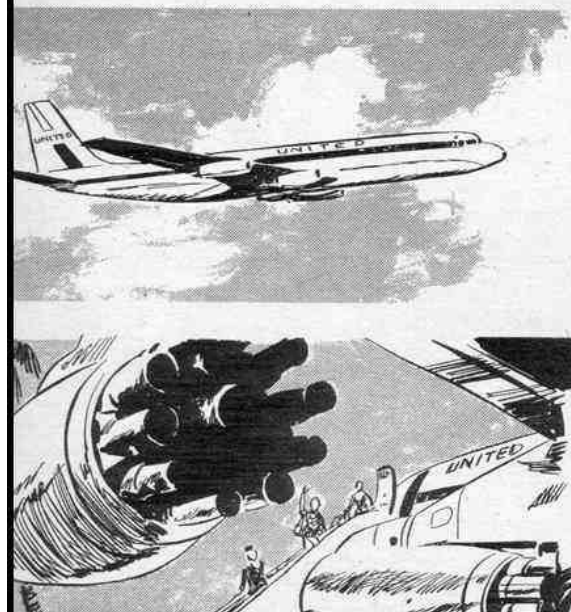
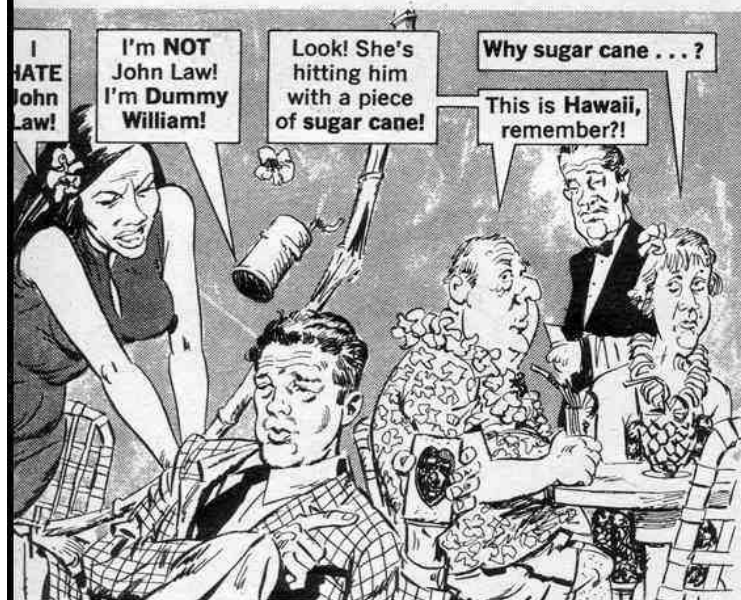
So
there's
no way
to beat
it!

Just one! You
can pull this
PLUG out of
the wall! That
turns the whole
thing OFF!!

How can you build such
an expensive complicated
burglar alarm system ...
and then just leave the
plug to it unprotected?!

But it wasn't left
unprotected! See
It was held in with
Scotch Tape—and
somebody ripped it!

I wonder
how what's
his name
is making
out?



Find out who stole the King Fong Mug **immediately!** Don't let whoever it was bring a **bad name** to these paradise islands where a family of four can have the vacation of a lifetime for as little as \$46 a day, European Plan, and \$30 a day, American Plan ... plus airfare! And now, if you'll **excuse me**, I have to go or else I'll miss my **return flight!**

Boy,
I
wish
you'd
wear
a
name
tag!!

Yecch!

Stop the trial! Rocky Mumu is innocent! He never stole the King Fong Mug!

This is
Hawaii,
you know

WHAT IS
CONTRIBUTING
MOST TO THE
BREAKDOWN OF
COMMUNICATION
BETWEEN
PEOPLE?

HERE WE GO WITH ANOTHER REVOLTING **MAD FOLD-IN**

People everywhere seem to have lost their ability to reach each other . . . to make contact . . . to communicate. To find out what is contributing most to this sad state of affairs, fold in page as shown.



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"

COUNCIL FOR THE IMPROVEMENT OF
COMMUNICATIONS BETWEEN PEOPLE



LOUD ANGRY SHOUTING—FOLLOWED BY NOISY
PHYSICAL VIOLENCE USUALLY GREET'S ANYONE
SERIOUSLY ATTEMPTING TO GIVE SOBER ADVICE
TO HATE-FILLED POLARIZED GROUPS

ARTIST & WRITER:
AL JAFFEE

Scenes We'd Like To See



ARTIST: JACK RICKARD



WRITER: SERGIO ARAGONES

